The Mason Line

FALL & WINTER
STYLE BOOK
1930 ~ 1931

DIRECT TO YOU

SHOES

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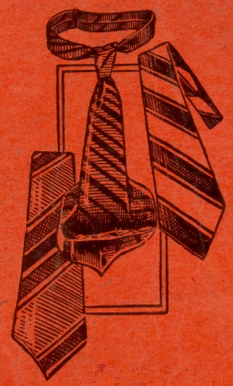

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for the ENTIRE FAMILY

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for MEN *and* WOMEN

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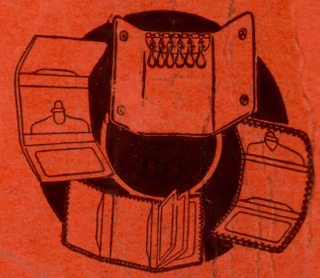

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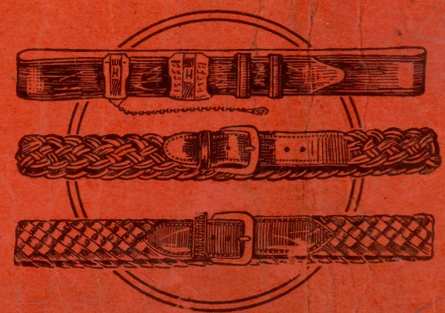

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A quality line of tailored coats at modest prices

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MEN'S LEATHER COATS, SPORT JACKETS *and* WINTER GARMENTS

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OUR GUARANTEE TO YOU

We hereby certify and guarantee:

—that the order you place with our salesman will be promptly and carefully despatched by parcel post—postage, insurance and delivery fees paid in full by us. *See footnote.

—that if upon arrival the shoes are not all you expect, you are at perfect liberty to return them in exchange for another kind or for a REFUND OF YOUR MONEY IN FULL.

—that if you like the shoes, but they do not fit correctly, we will gladly exchange them for the correct size and reimburse you for the postage expended in returning the incorrect pair.

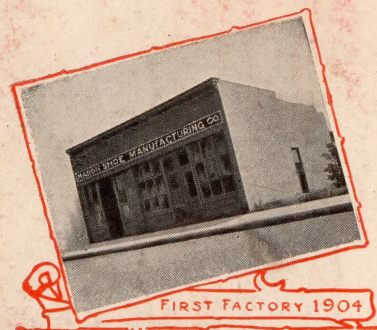
—that every shoe is exactly as shown and as specified, and guaranteed against any defects either in material or workmanship.

—that we stand squarely behind every shoe we produce and should you ever feel that your Mason Shoes have not given you the service to which you are entitled, we will treat any claim fairly and impartially on the basis of service rendered.

*In a few cases, such as several special low priced work shoes, babies' shoes, slippers, etc., prices are quoted on a "customer pays postage" basis. Where such items are ordered with "Postage Paid" goods we will pay postage on both items.

(Signed) L. D. Mason

Mason Shoe Mfg. Co., Chippewa Falls, Wis.



FIRST FACTORY 1904

OUR NEXT FACTORY

OUR PRESENT FACTORY.

This building is owned and occupied by us and can turn out two thousand pairs of foot happiness for you daily.

REFERENCES—DUN'S OR BRADSTREET'S, OR ANY BANK, BANKER OR TRUST COMPANY

WE ARE MEMBERS OF—
NATIONAL BOOT AND SHOE MANUFACTURERS' ASSOCIATION
NATIONAL ASSOCIATION DIRECT SELLING COMPANIES
WISCONSIN MANUFACTURERS' ASSOCIATION
CHIPPEWA FALLS COMMERCIAL ASSOCIATION

Certificate of Appointment

BE IT KNOWN, that _____,
has been duly appointed as our demonstrating agent, and as such is authorized to take orders for the items shown herein and to collect in advance the amount of money specified as "deposit." The amount of deposit to be paid at time order is placed is shown following the description of each item.

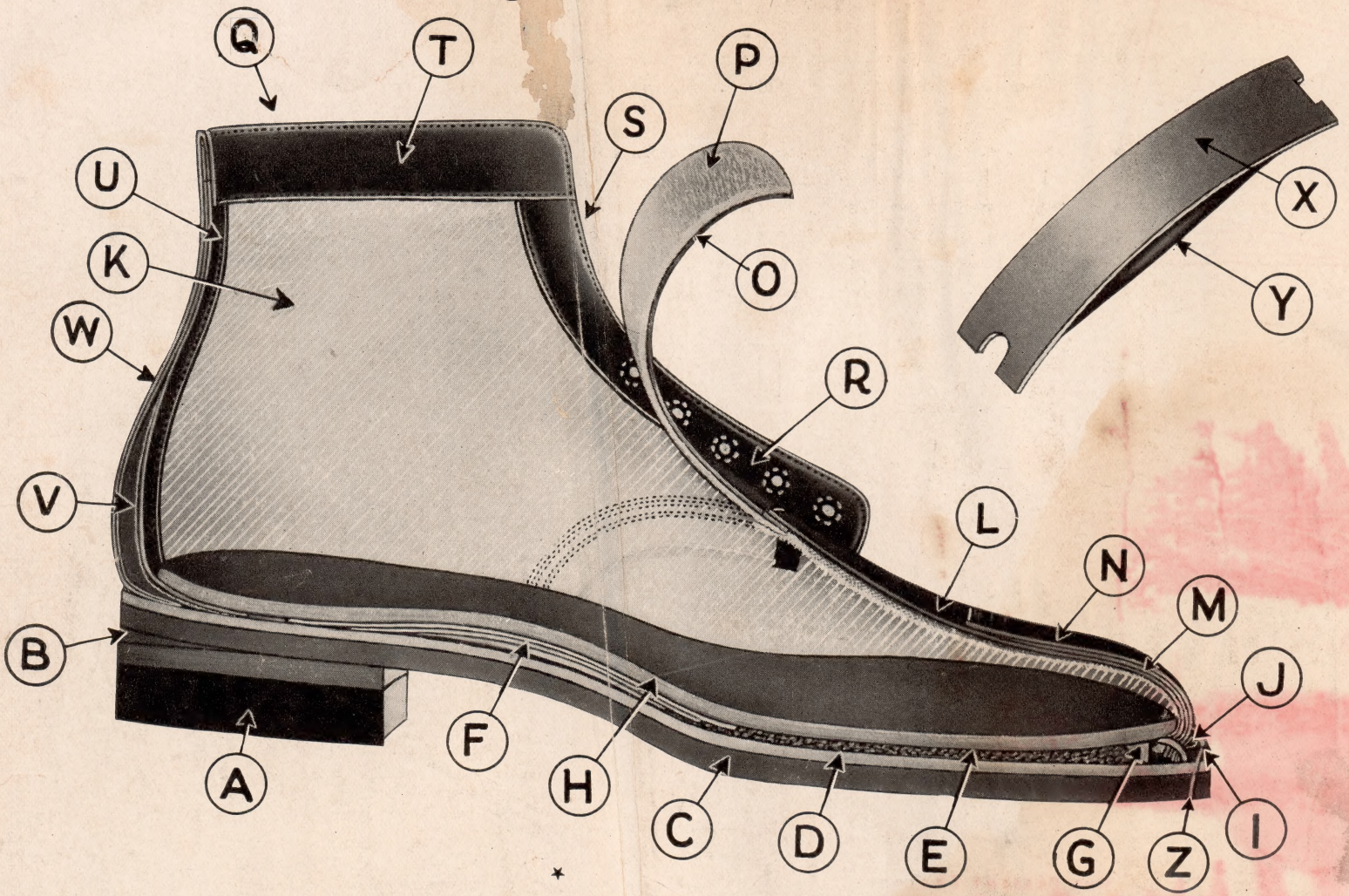
This, also, certifies that said demonstrating agent is qualified as a shoe fitter and full confidence may be placed in his recommendations as to the type and style of footwear you should wear.

Causes for complaint about this demonstrating agent, or his or her failure to give you a copy of your order, as a receipt, should be addressed to the home office.

MASON SHOE MANUFACTURING COMPANY
CHIPPEWA FALLS, WIS.

B. A. MASON, *Secretary.*

A Cross Sectional View of a Typical "Mason" Goodyear Welt Shoe Showing Features of Construction



A—Goodyear Wingfoot Heels
B—Solid Leather Heel Base
C—Heavy Prime Oak Outsole
D—Rawhide Middle Sole
E—Cork Filler, which allows the insole to gradually conform to the outline of the foot, acts as a cushion, is a non-conductor of heat and cold and makes the shoe more moisture proof
F—Patent Arch Supporting Shank, not only relieves the tired feet, but holds them in a position not readily susceptible to fatigue
G—Leather Channel Filler, special device that prevents insole from sagging at the edge

H—Extra Heavy Oak Insole
I—Leather Welt
J—Leather Wet Weather Welt
K—Best grade Twill Lining
L—Full Vamp
M—Hair Cloth Toe Filler, [illegible] fully reproduces the lines of the last, is resilient [illegible] ractical, sensible and comfortable
N—Toe Cap for do[illegible]ear and sewed with four rows of th[illegible]ead, lock[illegible]d, and one row harness stitch
O—Tor[illegible]ue
P—Tor[illegible]e Lining

Q—Quarter and entire upper of genuine Black Calf
R—Leather Eyelet Stay
S—Special Hook Stay
T—Leather Top Band
U—Inside Leather Heel Stay
V—Genuine one piece Solid Leather Counter
W—Leather Outside Back Stay
X—Shank
Y—Truss
Z—Extra Heavy Thread, for inseaming and sewing on soles

Your Shoes Are Vital to Your Health, Happiness and Comfort

Select Them Carefully

When you stand still the whole weight of your body rests on your two feet. When you are walking, the entire weight of your body comes down with a thump on the bones of each foot as it strikes the ground. This is something that you should think about very seriously.

The human foot is the most intricate and wonderful member of the body. It consists of twenty-six different bones and joints—each joined to the other by ligaments. In addition to these ligaments, there are muscles, tendons and nerves which pass from the toes—back through the heel and up through the legs and body. The nerves go to the brain—the seat of the nervous system. The leading physicians and life insurance companies are now looking to the condition of the feet for troubles of the body and nervous system. It has been proved that defective feet are causing as much trouble as the teeth and tonsils and it is believed that many teeth and tonsils have been removed to correct a condition of health which was entirely due to foot trouble.

Broken Arches

Weak or broken down arches cause general body fatigue and pains in the ankles and legs. Mason Shoes are constructed with the built-in steel arch, and while unable to restore the foot to the normal condition, are corrective and will hold up the arches and relieve suffering, for due to our lasts and methods of construction, the weight of the foot is evenly distributed throughout the shoe.

Hammer Toes

The Mason salesman is instructed never to fit shoes too short, for short shoes cause what is known as "hammer toes." For if the toes are close enough to the end of the shoe to rub the tip, the joint will buckle up and the raised joint will constantly rub the shoe, inflicting great pain. In fitting Mason Shoes it is not necessary to make allowance for this room, as our lasts will automatically take care of this. Our salesmen will measure you correctly, and, correctly measured, your shoes cannot help but fit perfectly.

Corns

Mason Shoes, properly fitted by the Mason salesman, are corn-proof. Corns are the result of ill-shaped shoes or by too tight fit, and our lasts are designed to avoid the constant rubbing of the skin by the shoes in normal feet. Corns are a great source of pain and are absolutely unnecessary in this day when good shoes can be secured if one will look for them. We have cases on record where people suffered from corns for years and after wearing Mason Shoes for a few months, had them disappear entirely and have never been bothered since.

Callouses

Callouses are another one of the sad collection of foot woes, which come from wearing the wrong type of footwear. When the weight of the foot is unevenly distributed in the shoe, the joints bearing the most weight become sore and hard. Generally, this condition arises from wearing cheap shoes which have not been constructed so that the shoe can conform to the foot. In Mason Shoes this even weight distribution is taken care of by the built-in, rigid shanks and the soft cork filler, which permits the insole of the shoe to mold itself to the curves of the foot.

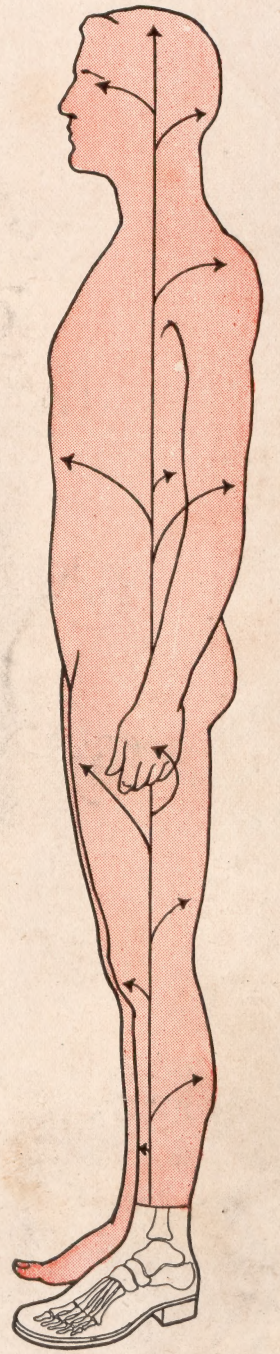
Bunions

The bunion is an enlarged toe joint, caused generally, by wearing shoes of improper shape. It is one of the most painful of all foot ailments and people with bunions generally have a very difficult time in securing shoes. The Mason man measures the foot, allowing for this bunion and is prepared to offer bunion-sufferers real service. Correct shoes may not correct a bunion entirely, but they will stop the pain and reduce the swelling, thus affording perfect comfort.

A great percentage of the people who suffer with aching and tender feet have no real foot trouble. All they need is a pair of Mason Shoes—properly fitted—to insure relief from the soreness and tenderness. Comfort in a shoe is something which must be put in by the manufacturer. It is something which cannot be seen, with the naked eye.

Mason shoemakers have learned how to make shoes that fit perfectly, promote foot comfort and correct foot troubles. The Mason salesman is an expert fitter and he will measure you correctly.

You cannot reach your highest efficiency in work, nor can you enjoy good health and happiness unless you have perfect foot health and comfort. Before you waste any money on foot specialists you should try a pair of Mason Shoes. They may save you a large amount of money in doctor's bills and they will certainly give you the utmost in foot comfort and health.



Genuine Kangaroo—Conservative Last

CONSERVATIVE men who want high quality will find their shoe ideal in shoes of this type.

These Goodyear Welt styles are of Antilla Kangaroo which is strong and soft and will not scuff or peel with customary wear. Both shoe and oxford are built on our Ortho-feet-ic Last. This last has a fairly round toe and follows the general shape of the foot. It has a high, or roomy, toe. The last being cut in under the arch results in the leather drawing up snug at the sides when the shoe is laced. Most men now wearing these shoes are the type who formerly paid $12.00 to $16.00 for their footwear and re-order on these because of the comfort and service they have received rather than because of the saving in price. Every item which has gone into these shoes is of the best—long wearing leather soles, insoles and counters. Built-in steel arch, rubber heels, hard box toes, lacing hooks and padded tongue. A first class shoe, a shoe in which you will take pride.

Made in A, B, C, D, E, and EE widths. Sizes 5 to 12, with half sizes. Deposit on these shoes, $1.25.

No. 200—Oxford
Price **$7.25**

No. 201—Shoe
Price **$7.75**

Dressy Type Kangaroo

GENUINE Kangaroo leather, being so soft and silky, appeals to the men who want the best in footwear, and for the many men who like Kangaroo leather but want a style neater and trimmer than those customarily offered, we are showing this shoe and oxford.

The last on which these shoes are made comes to a medium narrow toe, has a rather straight inside edge and has the special cut-out shank feature. You thereby sacrifice none of the comfort in order to gain this improved appearance. This is a combination last, being proportionately narrower in the heel than in the forepart in order to insure a snug heel grip.

Except for upper construction they are identical to Numbers 200 and 201 shown on the opposite page. A glance at the illustrations will show that the only difference is that they are Bluchers, whereas these are Bals. If the foot has an unusually high instep a better fit is usually secured from the Blucher for due to the upper construction the leather wraps over the foot. These shoes have the built-in steel arch, choice leather soles, rubber heels, hard box toes, and are fully lined.

Made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on these shoes, $1.25.

No. 228—Shoe Price $7.75

No. 227—Oxford Price $7.25

This Kangaroo Oxford is a Beauty

As is customary the Mason line offers a liberal assortment so that you can find exactly that style which pleases you most. Discriminating shoe buyers who want the best in footwear should examine this one closely.

You cannot get a shoe of lighter weight, or softer, than one made of genuine Antilla Kangaroo. No other animal skin has as much strength for its weight. As it will not scuff or peel under normal conditions, it is ideal for high grade dress shoes. In this style you find this leather made up on the Business Man's last, having a medium broad, rounded toe, narrow heel, and made to fit snug in the arch and instep. This oxford is suited to men of any age, for while its shape is the height of style, it is very comfortable and the general make-up is conservative. To round out the shoe for all-around excellence we have used a choice oak leather sole, best leather counters, insoles, welting, etc. Made with hard box toes, rubber heels and padded tongue. They are, of course, made by the Genuine Goodyear Welt method. This oxford has the built-in steel arch support.

Made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on this shoe, $1.25.

No. 226
Price **$7.25**

For Comfort—A Wide, Roomy Last; Round Toe; Kangaroo Leather

THERE is a crying need for a genuine Kangaroo Shoe made on the roomy Munson Last with full rounded toe. Older men want it for dress and policemen, postmen, etc., who find calfskin too heavy for their feet persistently ask for it. While the upper, being genuine Australian Kangaroo, is soft and light weight the shoe is nevertheless of rugged construction. A first quality oak leather sole quite a bit thicker than is generally put on dress shoes is used. The inner sole is of full grained oak leather so stout and strong that it will hold the shoe together no matter how great the stress to which the shoe is put.

Another pleasing feature is the semi-soft toe—just stiff enough to hold its shape.

The other materials, of course, are first class —best leather counters, linings, rubber heels, steel shanks, etc.

Made in E width only. Sizes 5 to 12, with half sizes. Deposit on this shoe, $1.25.

No. 220
Price **$7.85**

Conservative and Comfortable

YOU have seen conservative brown kid shoes many times but have you ever considered the advantages of our Ortho-feet-ic Last for shoes of this type? The last on which shoes are made largely determines the comfort and service you will get from your shoes. Our Ortho-feet-ic Last fits better and looks better on more men over 30 years of age than any other last ever made. This is not a boast, it is the result of 25 years' experience building shoes to fit feet. A scientific changing, changing, changing, based on study. This Last is ours only, the company which makes it for us cannot sell any other manufacturer our model. From the sole view you will notice that the shoe is shaped just like the normal foot; wide at the ball, rounding down at the toe and coming in straight a short way on the inside of the foot. Then we narrow way down in the instep with this result: When the shoe is laced the leather is pulled up snug under your instep, rendering a support and a feeling of having the shoe fit all around. It has a high, or roomy toe.

The other features of the shoe are, of course, in conformity with a shoe of such characteristics. The dark brown Acme kid is of the best quality and wonderfully soft. The soles are of choice oak leather. The built-in steel arch is used; likewise leather counters, insoles, etc. Hard box toes, rubber heels, Genuine Goodyear Welt construction.

Made in A, B, C, D, E, and EE widths. Sizes 5 to 12, with half sizes. Deposit on these shoes, $1.25.

No. 204—Oxford
Price $7.25

No. 205—Shoe
Price $7.75

Aristocratic Black Kid

IF YOU are interested in good, comfortable, soft, black kid shoes, we would like you to consider the two styles shown here. The uppers are of fine quality black glazed kid and except for the color are identical to the brown kid shoes shown on the opposite page, being built on the same Ortho-feet-ic Last which is narrowed out through the instep. It has a high, or roomy, toe. These shoes also have the built-in steel arch.

The soles are of choice oak leather, rubber heels, hard box toes, and the shoes are fully lined.

Made in C, D, E, and EE widths. Sizes 5 to 12, with half sizes. Deposit on these shoes, $1.25.

No. 212—Shoe Price **$7.00**

No. 211—Oxford Price **$6.50**

Ideal Kid Shoes for Business Men

THESE oxfords, which are offered either in brown or black kid, are conservative yet dressy, comfortable yet stylish. They are made on our Business Man's Last which has a medium narrow rounded toe, from the choicest smooth grain kidskin. The utmost in wear is assured through the use of the choicest oak leather soles, solid leather insoles and best quality rubber heels. Into these oxfords we build solid one piece oak sole leather counters, steel shanks to reinforce the arch, hard box toes and full linings. You cannot buy nicer kid shoes no matter how much more you pay. This is a combination last, being proportionately narrower in the heel than in the forepart in order to insure a snug heel grip.

Made in C, D, and E widths.
Sizes 5 to 12 with half sizes.
Deposit on these shoes, $1.25.

No. 230—Black
Price **$6.75**

No. 229—Tan
Price **$7.25**

The Bankers Last for Neatness—
Mason Shoes for Value—
A Real Combination

You will like these unusually well if you incline to shoes of the Banker's Last type. The "Mason" Banker's is an unusually comfortable last; being of combination measurements, with narrow heel, full standard ball, and a straight semi-square toe.

These are made of excellent glazed black kid with hard box toe, giving a strictly tailored appearance.

Made by the Genuine Goodyear Welt process, they give you ample flexibility and the assurance of shape maintenance.

A built-in steel arch support is built in to truss the feet.

The soles are of choice oak leather. Best quality rubber heels, insoles and counters.

Made in B, D, and EE widths. Sizes 5 to 12, with half sizes. Deposit on these shoes, $1.00.

No. 932—Shoe Price $6.75

No. 933—Oxford Price $6.25

You will find a friendliness in these shoes. They are built on the Banker's or straight Last, and have been, and will always be, popular with business and professional men of mature years and judgment. That they are low in price is the result of selling direct from the factory, and for value they should be compared with the kid shoes you see offered at $10.00 or thereabouts.

No feature of the custom built shoe is missing. The Acme glazed kid is of excellent quality; they have the built-in steel arch support; the soles are from the choicest steers. The counters and insoles are solid leather, the rubber heel is nationally advertised. Hard box toe. Banker's Last.

The workmanship is finely done and the shoes are beautifully finished. Once fitted, your shoe worries are ended as you can secure the exact same style time after time.

Made in B, D, and EE widths. Sizes 5 to 12, with half sizes. Deposit on these shoes, $1.00.

No. 924—Oxford Price $6.85

No. 926—Shoe Price $7.35

For Those Snowy, Blustery Days When You Must Be Outside

THE leather lined shoe while formerly a novelty, has come to stay. Being leather lined it is very smooth and silky inside and not only feels good, but is easy on socks and affords extra protection in cold or rainy weather.

These shoes, offered in both 6-inch and 8-inch heights, are of black glazed kid of fine quality on our Munson Army Last. They are of Genuine Goodyear Welt construction, have stout single oak leather soles, hard box toe, rubber heels, leather counters, built-in steel arch and best quality leather insoles.

We recommend the use of these shoes for doctors, salesmen and all who are out-of-doors quite a bit during inclement weather.

Made in E width only. Sizes 5 to 12, with half sizes. Deposit on these shoes: No. 972—6-inch, $1.25; No. 973—8-in., $1.50.

No. 973—8-in. high
Price **$8.65**

No. 972—6-in. high
Price **$7.25**

Comfort Such As You Never Knew Before

You can always find just what you want in the "Mason" line. Selling direct to the wearer as we do, we are in constant touch with our users. In these we offer you styles seldom, if ever seen, yet for which folks have expressed a marked preference.

Who but a non-shoeman would devise anything quite so wonderfully soft and comfortable as these? Soft, light, Acme Kid in a dark brown color, broad toed square balloon last; blind box toe to hold shoe in shape without sacrificing the comfort of the perfectly plain toe; stout, long wearing leather sole, rubber heel, leather insoles, counters, etc.; good strong linings, double stitching to hold the sole and to climax all this, add a good, built-in steel arch. All these things have been done just as the customer suggested, and, being done with "Mason" custom grade workmanship and finish you have a very unique and satisfactory result.

Made in D, and E widths. Sizes 5 to 12, with half sizes. Deposit on these shoes, $1.00.

No. 990—Shoe
Price $7.25

No. 989—Oxford
Price $6.75

Black Kid Comfort Shoes for Older Men

YOUR feet may bother you. The years they have served you may have taken their toll either through long and hard usage or mal-usage. Under such conditions this shoe offers you sure relief and endless comfort for the future. It is a laced shoe of black glazed kid, very soft and pliable. It is made with a perfectly plain soft toe on our EEE Bunion Last. It has a flexible leather sole and rubber heel. The insole, lining and hidden construction are of the very best quality. It is made with hooks for easy lacing and has a nice appearance. It is of Genuine Goodyear Welt construction.

Made in EEE width only. Sizes 5 to 12, with half sizes. Deposit on this shoe, $1.00.

No. 967
Price **$5.95**

YOU may prefer the gaiter to the laced shoe. This Congress gaiter will without a doubt be the most comfortable shoe you will have ever worn. It is built on our EEE Bunion Last of soft, pliable, black glazed kid with substantial goring at the sides and pull straps to make them easy to put on. They are of Genuine Goodyear Welt construction, having flexible leather soles and rubber heels. They are fully lined; have leather counters and perfectly plain soft toes.

They offer peace, comfort and serenity. If these things have any value to you, then by all means try this shoe.

Made in EEE width only. Sizes 5 to 12, with half sizes. Deposit on this shoe, $1.00.

No. 996
Price **$6.00**

YOU who wear work shoes all week will find your idea of a real "Sunday" shoe in this. It is made of black glazed kid—soft, pliable and anxious to conform easily to your feet.

It is made on our Munson Army Last—you know how comfortable that is, for most of your work shoes are made on it. The sole is of best oak leather. The heel is rubber. The toe is hard, to hold the shape.

Consider the shoe and then consider the price. Buying direct from the factory is the reason you save money.

Made in EE width. Sizes 5 to 12, with half sizes. Deposit on this shoe, $1.00.

No. 971
Price **$5.95**

Calfskin Shoes for Men Who Want the Best

IT IS with great pride that we offer these tan and black calfskin numbers for they represent the highest degree of workmanship, finish and beauty we have ever before attained. We offer them confidently as the nicest calfskin shoes you ever saw.

This leather is the very best which we can buy and it shows quality in every pore. You will note from the illustration that these two oxfords are made on our Business Man's Last. This last is conservative in a sense, but very stylish having a medium narrow rounded toe. This is a combination last being proportionately narrower in the heel than in the forepart in order to insure a snug heel grip. Combined with such expensive upper leather you naturally find the best of materials. Here you have a single best quality oak leather sole. You have a built-in steel arch, a solid leather counter, a Goodyear Wing-Foot rubber heel and a full lining. The toes of these shoes are medium soft. By that we mean, it is of full vamp construction. The vamp running clear through to the toe and the tip being sewed on top of it. You, therefore, have two thicknesses of leather over the toe but no artificial stiffening has been added.

You can pay many dollars more for a pair of calfskin shoes but you cannot get anything which will please you more.

Made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on these shoes $1.50.

No. 22[illegible]—Black. Price..... $7.75

No. 222—Tan. Price..... $7.75

Air-cooled and Stylish—Best Quality Calfskin

YOU may be bothered with perspiration—or, even though your feet don't sweat, your shoes may at times seem hot to your feet. We have found a simple little thing which does wonders to a shoe. We take the leather insole and drill holes in it at the arch, then we build the shoe like all of our other Goodyear Welts. These holes are only in the insole, they don't got through the outsole, and we have experimented to try to find out why doing this makes the shoe feel so nice. Frankly, we haven't found out—but we do know that it works, so we pass it on to you.

These styles have this insole feature, but even without it they are remarkable values. They are made of Banner Calfskin—young hides, soft, pliable. They are made on our Boulevard Last having a narrow rounded toe, narrow heel and cut away in the instep. They have the built-in steel arch, hard box toe and hooks for lacing. The sole is of the best oak leather, the insoles and counters are leather, they have rubber heels and are fully lined.

Made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on these shoes, $1.25.

No. 231—Oxford
Price **$6.50**

No. 232—Shoe
Price **$7.00**

Like a Breeze on a Summer Day

YOU will be interested in these if you are interested in black dress shoes. They are companion shoes to the ones on the left. Black Banner Calfskin—ventilated insole, built-in steel arch, leather soles, insoles and counters. Rubber heels, hard box toes, hooks for lacing.

The specifications and the workmanship at once show these to be shoes that are usually sold at $10.00. These would be at least that if it wasn't possible for us to distribute direct from our own factory, passing on the savings to you.

Made in C, D, and E widths.
Sizes 5 to 12, with half sizes.
Deposit on these shoes, $1.25.

No. 233—Oxford
Price..... $6.50

No. 234—Shoe
Price..... $7.00

Mason Hand Made Arch Construction

The only shoe of its kind on the market

HERE is a shoe designed for people whose arches bother them. It is predicted that by wearing this shoe or oxford that the man who has been forced to wear patented steel arches inside of his shoes, can discontinue their use. Following closely the lines of the foot on the inside clear forward to the ball, runs a specially molded heavy leather counter. Instead of merely using a steel shank or a wood shank, we use an oak leather shank which has been fashioned by hand, which, when worked into the shoe, goes practically the entire width of the shank, in this manner supporting the entire under side of the arch of the foot. To secure this hand made leather shank into position and to further reinforce the shank construction, rows of wooden pegs are driven through the outsoles, the shank and the insole by hand.

To give additional ease to the foot while walking we are using a very large Orthopedic heel with an extension on the inside which brings the heel forward under the arch.

All these advantages as to comfort and technical orthopedic construction have been gained without sacrificing the appearances, as its features are all built on the inside. As to outward appearance these shoes are made of high grade black calfskin leather with first quality oak leather soles. They have a hard box toe, leather heel, and are of Genuine Goodyear Welt construction. All linings, findings, etc., are of the very best quality and we recommend these shoes to all who are now having trouble with their arches, or all of those who now have good feet and want a shoe which will insure them against arch trouble.

Made in C, D, E, and EE widths. Sizes 5 to 12, with half sizes. Deposit on these shoes, $1.50.

No. 950—Shoe Price..... $9.75

No. 951—Oxford Price..... $9.25

Sole View

Cross Sectional View

Black Plain Toe for General Wear or Evening

MANY men prefer a perfectly plain toe due to its comfort and neat appearance. In this oxford we offer such a style made on our Business Man's Last. This is a combination last being proportionately narrower in the heel than in the forepart in order to insure a snug heel grip. This last has a medium narrow rounded toe which at present is the most popular last for conservative high grade dress shoes.

The upper leather is of black calfskin of beautiful grain which will take a high polish. It is made with a blind box toe to aid the shoe in retaining its appearance. This shoe has a best quality oak leather sole, a full grained sole leather insole, a solid sole leather counter, a built-in steel arch, a Goodyear Wing-Foot rubber heel and is fully lined.

Made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on this shoe, $1.50.

No. 225
Price..... $7.75

Special Winter Wear Oxford

TO rightly appreciate the advantages of this oxford for winter wear you should see it, handle it, and inspect it closely. If you could do this you could not help but want a pair for the leather is a beautiful, rich, tan calfskin of the highest quality and finest texture so that no matter what your position, your feet would have a neat dressy appearance. It has a perfectly plain toe but a blind box toe is used to hold the tip up and aid the shoe in retaining its appearance. For cold weather a single sole is very often not enough, therefore, on this special shoe we use two full oak leather soles of the best quality and for additional protection and insulation we sew a wet weather welt between the upper and the sole as shown in the illustration. This shoe has a solid sole leather counter, a heavy full grained insole, uses a Goodyear rubber heel and is fully lined.

This shoe is made on our Business Man's Last having a medium rounded toe. This is a combination last being proportionately narrower in the heel than in the forepart in order to insure a snug heel grip.

Made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on this shoe, $1.50.

No. 224
Price $8.00

Dressy Calfskin Oxfords

For Men of Any Age

THIS tan calf oxford is made on our Stroller Last. This last you find a medium narrow toe just slightly rounded and is one of the most popular lasts being worn in this country today. It is a combination last being proportionately narrower in the heel than in the forepart in order to insure a snug heel grip. As shown in the illustration this style is made with a double corded tip lending just a touch of difference and giving the appearance of very careful tailoring.

The leather is a beautiful close grained calfskin which will take and hold a beautiful polish. In this oxford you find the hard box toe, the choice quality single oak leather sole, the solid leather counter, the built-in steel arch, the Goodyear Wing-Foot rubber heel, and full linings. An oxford like this would ordinarily cost you $8.00 to $10.00.

Made in C, D, and E widths. Sizes 5 to 12 with half sizes. Deposit on this oxford, $1.25.

No. 920
Price **$6.50**

BLACK calfskin oxfords of high quality have been in such demand that in addition to the others which we are offering we show here still another style. It is made on a very dressy last with medium wide semi-square toe and is suitable for men of any age.

The black calfskin is of beautiful quality, luxuriously soft and pliable. This shoe is made with a hard box toe, has a choice oak leather sole sewed by the Genuine Goodyear Welt method, carries a rubber top lift and is fully lined. Your appearance and feeling of having your feet correctly shod is greatly increased by a shoe of this type.

Made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on this shoe, $1.25.

No. 969
Price **$6.50**

Under All Circumstances These Will Become You

YOU will find these to be conservative and stylish. They are made of black calfskin which comes from animals one to three months old, thereby giving the skin a beautiful soft grain texture. Two slightly raised ridges across the toe cap give these a touch of individuality and add to their carefully tailored appearance.

We call your particular attention to the shape of the last on which this shoe and oxford are made. We call it our Stroller Last and for both young and older men who are particular about their appearance it is the most popular last being used. It is a combination last being proportionately narrower in the heel than in the forepart in order to insure a snug heel grip.

These shoes are soled with choice oak leather, have rubber heels, leather insoles and counters, built-in steel arches, and are of Genuine Goodyear Welt construction. They are made with a hard box toe. No item of finish or quality has been slighted; they would be good shoes at $10.00. The only reason they don't cost you that much is because of the savings we make by selling Direct from the Factory.

Made in C, D, and E widths. Sizes 5 to 12 with half sizes. Deposit on these shoes, $1.25.

No. 925—Shoe Price..... $7.00

No. 968—Oxford Price..... $6.50

Comfortable Plain Toe Oxfords of Rich Calfskin

YOU can afford Mason Shoes. Their fine quality means extra months of wear. Their style and perfect fit give you that well dressed appearance you like.

These two oxfords are made in fine high grade calfskin with perfectly plain toe. These oxfords have a blind box toe to hold the shape, but which does not show or affect the comfort in any way. They are made on our new Vogue Last which has a medium wide square toe. This is a combination last, standard at the ball and narrowed down in the instep and heel to give a good, snug fit.

One unusual feautre of these styles is the ventilated insole which permits the foot to breathe. Makes the shoes feel much lighter on the foot. They have a first quality oak leather sole, cut from the best Texas steers. The built-in steel arch gives them additional support for your foot. They are of Genuine Goodyear Welt construction, have rubber heels, best quality leather counters and are of the best finish and workmanship throughout.

Made in B, C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on these shoes, $1.50.

No. 987—Tan Price **$7.25**

No. 988—Black Price **$7.25**

Discriminating Buyers Will Like This

THE principal characteristics of this 6 inch shoe are its extreme plainness and its quality. It is made of a soft fine textured calfskin on our Boulevard Last. This last has the fairly narrow rounded toe which is so popular at present. This is a combination last being proportionately narrower in the heel than in the forepart.
As shown in the illustration this has a perfectly plain toe. Beneath the tip, however, we put a blind box to hold the shoe in shape and keep its appearance. It is made with a best quality oak leather sole, solid leather counter, full grained leather insole, built-in steel arch, rubber heel and is fully lined. This shoe is made with all eyelets making it very suitable for wear with black Puttees.

Made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on this shoe, $1.00.

No. 239
Price $5.95

Here Is a Classy One

OXFORDS with the wing tip have a very rugged appearance and are always in great demand for Fall and Winter wear. We think, and feel sure you will agree, that our contrasting upper construction together with the shape of the last makes this oxford an outstanding model. Here you find the smooth calfskin wing tip and counter pocket, with a pebbled calfskin vamp and quarter. This is made on our Boulevard Last which has a rather narrow rounded toe and is in the height of style. This is a combination last being proportionately narrower in the heel than in the forepart in order to insure a snug heel grip. The stitching, perforating and scalloping are carefully done and add greatly to the beauty of the shoe. In its other features it follows the Mason standard high quality having choice quality oak leather outsoles, full grain insoles, solid sole leather counters, built-in steel arches, rubber heels, hard box toes.

Made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on this oxford, $1.00.

No. 235
Price $6.00

ALL ONE PRICE
$5.00
KIP CALF

No. 241.

No. 240.

No. 242.

THESE six styles, (these three and the three on the opposite page) offer more quality and better appearance than any $5.00 shoe on the market.

If you are one who feels that $5.00 is a low price for a shoe you will be agreeably surprised to find how much we can give for that price due to our direct from factory system of selling.

Numbers 240 and 241 are companion shoes offering the choice between tan and black. Both are made on our Vogue combination last, have hard tip toes, choice oak leather outsoles, full grain insoles, full linings and rubber heels.

Number 242 is also of black kip calf of the same high quality construction, the difference being in the shape of the last. Here you find the broad balloon type so much in demand by younger men, and men who are young despite their years.

All three styles made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on these oxfords, 75c.

ALL ONE PRICE
$5.00
KIP CALF

No. 245.
Price ... **$5.00**

No. 244
Price **$5.00**

No. 243
Price **$5.00**

Three Black Beauties

THESE three styles are of the same high grade and construction as the three described on the opposite page. They offer additional patterns and last shapes so that you may select that which pleases you most.

Number 245 has a medium narrow, fairly square toe. This plain toe oxford has a blind box which holds the toe in shape—without in any way lessening the neatness of the plain toe.

Number 244 offers a very neat tip perforation. This shoe is made without a box toe and being a full vamp shoe is semi-soft. This shoe is made on our Business Man's Last which has a medium narrow rounded toe.

Number 243 is a blucher style oxford, full vamp construction, semi-soft toe and made on our Modified Balloon Last.

These styles are made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on these styles, 75 cents.

Police and Fire Chief

You will find one great difference in Mason Shoes. That is a difference in selling conception. Other manufacturers make shoes to sell to jobbers and retailers. The shoes are boxed and go on to shelves, and somehow or other the idea of these shoes getting on to feet is very dim.

We sell all of our shoes direct from factory to wearer and every person in our employ is conscious of that fact. Each knows that those shoes go from his hands direct to feet.

When shoes go from a factory to a shelf the maker never knows whether they fit or not—even the retailer doesn't know for if they don't fit he puts something else on the buyer, but with us it's different because you people tell us.

We mention this here because there are all kinds of Munson Lasts offered, some even Mr. Munson wouldn't recognize, and a true Munson Last is so good that you should get it if you can.

Particularly on the very best shoes which can be made, such as these, is this true. For policemen, firemen, letter carriers, men who walk a lot or who are on their feet most of the time we state truthfully—this is the best shoe for your purpose made. On the basis of quality no manufacturer anywhere is putting as much into a shoe as goes into these. Cheaper? Yes. There are lots of less expensive "Police" shoes. We are showing one on page 27 but 970 and 984 are the only shoes of their kind made today. A full description of their specifications is shown on page 2 and we invite your inspection of them.

Made in D, and E widths. Sizes 5 to 12, with half sizes. Deposit on these shoes, $1.00.

No. 970—Shoe
Price **$6.95**

No. 984—Oxford
Price **$6.50**

You may need the comfort and the wear offered by our standard Police Shoe No. 970 as shown on page 10, but may not care to pay quite that amount of money, and as our policy plans to render you service both as to style range and price range, you find here a shoe of unusual merit offered at a low price. This shoe is built on our Munson Army Last out of black Climax Calfskin. It has two full soles, having a black rubber composition outsole with a full middle sole and a wet weather welt sewed by the Genuine Goodyear Welt process. It has a hard box toe; is fully lined and carries the best grade middle sole and rubber heel.

This shoe should be compared for quality with any other police shoe offered on the market with exception of our own No. 970, as shown on page 26. It is a remarkable shoe and a remarkable bargain in view of the low price at which it is offered.

Made in E width only. Sizes 5 to 12, with half sizes. Deposit on this shoe, $1.00.

No. 274
Price $5.85

ALL ONE PRICE
$4.00

IF YOU want an oxford at a very moderate price and in a rich tan color, take your pick from these.

They are all the same color Banner Calfskin, all have good oak leather soles, rubber heels, full linings and are of Genuine Goodyear Welt construction.

No matter which you choose you are assured of an attractive pattern, square toe, stylish shape and good service.

Made in D and E widths. Sizes 5 to 12, with half sizes. Deposit on these shoes, 50 cents.

No. 410
Price $4.00
Modified Balloon Last—Soft Toe

No. 411
Price $4.00
New Vogue Last—Soft Toe

No. 412
Price $4.00
Balloon Last—Hard Toe

ALL ONE PRICE
$4.00

HERE are three distinctive black Banner Calfskin dress oxfords in a popular price range. We offer three patterns of similar shoes to give you a liberal choice.

They are all of Genuine Goodyear Welt construction, have good oak leather soles and insoles, rubber heels, leather quarter linings and canvas vamp linings.

They are an additional proof that the "Mason" factory can give you better shoes and more stylish shoes than your dollars will buy elsewhere.

Made in D and E widths. Sizes 5 to 12, with half sizes. Deposit on these shoes, 50 cents.

No. 415
Price **$4.00**
Modified Balloon Last—Soft Toe

No. 413
Price **$4.00**
Balloon Last—Soft Toe

No. 414
Price **$4.00**
New Vogue Last—Soft Toe

These Patent Leathers are Popular

THIS men's black patent leather is of Genuine Goodyear Welt Construction. It has an oak leather outsole with rubber heel and is fully lined. Is made with a hard box toe and is suited to any sort of dress wear. While, of course, patent leather is of delicate nature, hence it cannot be guaranteed, the construction and quality of the materials used assure you of perfect satisfaction.

Made in D width only. Sizes 5 to 11, with half sizes. Deposit on this shoe, $1.00.

No. 760
Price **$4.65**

THIS men's patent leather oxford is of Stitch Down Construction. In a word, that means flexibility. It is as soft and as pliable as a child's shoe. We realize it is unusual to see a patent at this price, but even though it is low we deliver to you a surprisingly nice shoe. The soles are flexible leather, the rubber heel is used and the shoe is fully lined.

Made in D width only. Sizes 5 to 11, with half sizes. Deposit on this shoe, 50 cents.

No. 754
Price **$3.90**

Young Men Run Heavy to These

HERE is something new in black in young men's oxfords. Good upper leather which will take a high polish, a fairly broad, square toe with the trouser crease running straight down the vamp with neat decorative stitching on the trip. This oxford is not only stylish but is of fine quality. It has a choice oak leather sole, rubber heel, full grained insole and is fully lined.

Made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on this style, 50 cents.

No. 246
Price **$4.00**

WE HAVE heard so often that young men who would like to get "Mason" style and quality could not afford to pay the price of the regular top-grade "Mason" shoes. For this reason, and to show that no method is as efficient as the "Mason" method of selling direct to wearer, we are offering these two young men's dress oxfords. Quality for quality and dollar for dollar we invite comparison with any other shoes on the market.

They are made of Climax calfskin, in either black or tan on a Balloon Last with wide square toe and are fully lined. They have good oak leather soles and rubber heels and are of Genuine Goodyear Welt construction.

These styles are "Right"—snappy—broad toed—take a high polish, and are "keen" in every way, and they are the best $3.85 worth you ever heard of.

Made in D width only. Sizes 5 to 11, with half sizes. Deposit on these shoes, 50 cents.

No. 749—Black
Price **$3.75**

No. 748—Tan
Price **$3.75**

Alligators are Good for Fall and Winter

You may shake your head and say "what next" when you see that men's shoes are now made in alligator grain. That's what we thought, but after making a pair we changed our views decidedly, and so will you.

These are not shoes for drug store cowboys—they are men's shoes—and they look like men's shoes.

The rough, coarse alligator markings give a heavy rugged appearance that is just what you want in a winter-weight oxford.

Made in both black and dark brown on our new Vogue Last with fairly broad toe, heavy leather soles, rubber heels and of best materials and workmanship throughout. Made by the Genuine Goodyear Welt process and having the built-in steel arch.

Take a look at these—a "little something different" on your feet makes you feel good all over.

Made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on these shoes, $1.00.

No. 236—Dk. Brown
Price $5.95

No. 237—Black
Price $5.95

Snappy Two-tones for Dress

THIS is a very striking sport model dress shoe, being a tan and white combination, the leather used being of the very finest. This oxford has a soft winged tip, is made on our Modified Balloon Last which has a fairly broad square toe. For summer wear or for general wear among those fortunate enough to live in pleasant winter climates, it will be found in the height of style.

The white calfskin in this oxford cleans easily—any of the preparations on the market for cleaning white shoes being perfectly satisfactory. This shoe has a plain oak leather sole, rubber heel, the built-in steel arch and is fully lined.

Made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on this style, $1.50.

No. 238
Price **$6.95**

No. 221
Price **$7.25**

BLACK and white dress oxfords are now being worn for practically any occasion and a pair of sport model dress shoes should be found in every gentleman's closet. This one is particularly neat having a scalloped wing tip with perforations and a fancy black quarter pattern. The white calfskin cleans easily, any of the white preparations used in cleaning white shoes being perfectly satisfactory.

This style is built on our Custom Last which is the height of style in gentlemen's fine dress shoes. It has the very best oak leather soles, the built-in steel arch, rubber top lift and is fully lined.

Made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on this shoe, $1.50.

"BLACK HAWK" Moccasins and Hand-Made Shoes

Made to Order

THE BLACK HAWK MOCCASINS and Hand-made Shoes of which the Black Hawk Indian is our trade-mark, are made in our own factory under our direct supervision by the few remaining hand shoemakers left in the United States. This special line of shoes is made to fill a demand for highest grade boots and sport footwear which can possibly be made.

Here, off in one corner of the factory by themselves, are men stitching and sewing by hand in a very slow and deliberate manner, not merely turning out so much work for so much money, but making of each pair of boots or shoes a masterpiece.

We do not ask them to punch the time clock; no foreman stands over them to see that the volume of their output is maintained, but quality and quality only is the thing we watch and insist upon.

It may be true that a lot of the painstaking care and arduous hand labor which we put into this line may be wasted for it is undoubtedly true that something less might serve the purpose, but for those people who appreciate the value of hand craftsmanship and take pleasure in knowing the things which they have are of the very finest, we offer with due pride the four following pages of shoes.

How Moccasins Are Made

The moccasin is that type of shoe construction wherein the upper leather runs under the foot—its edges being brought up and sewed to a shaped vamp. The moccasin construction is, therefore, practically the reverse of the other shoe-making methods whereby the leather goes across the top of the foot and is fastened underneath. This is shown quite clearly in the two little cross sectional views shown on Page 36 where you will notice that the upper leather is either sewed or pegged, depending on the type, between an innersole and the middle sole.

It is obvious, therefore, that the moccasin is the most waterproof type of shoe-making. It is this feature which particularly endears these hand-made boots to fishermen and hunters and all others whose work or pastime carries them into the open.

Important
Black Hawks Are Made to Order

The styles shown on Pages 35, 36, 37, and 38 comprise this special Black Hawk Line and none of these numbers are carried in stock for immediate delivery. As orders are received we then start manufacture and it requires approximately three weeks from the time we receive the order until the shoes are shipped. Every buyer should understand this so as to give us the necessary time for we would rather lose an order than to rush it through and take a chance that the shoes would be anything less than perfect.

Salesmen should solicit only the highest class of men on these made-to-order shoes for you can see that if any customer refuses his shoes we would have little chance to dispose of them as they were made for one man and one man only.

Special Notes on Black Hawks

The sport oxfords shown on Page 35 can be secured either in black and white or brown and light cream as shown. Always show your customer that these shoes can be secured with the plain leather sole, the spiked leather sole, or the grocord treaded rubber sole, and mark his wishes clearly on the order.

If the shoes are wanted for ordinary wear or on camping trips, etc., we would suggest either the plain leather sole or the grocord sole. With the spiked leather soles these shoes are intended for golf only.

The shoes shown on Page 38 are hand-made driving shoes intended for hard outdoor work. These shoes are very heavy and rugged and should be bought only by men who know what driving shoes are and are used to wearing such footwear. Don't make the mistake, for example, of offering these to a doctor for a hunting or fishing trip.

Read carefully the descriptions of each type and do not change our specifications other than the options we mention herewith.

GRO-CORD SOLE

SPIKED GOLF SOLE

PLAIN LEATHER SOLE

The gro-cord sport sole which is optional on these shoes is of rubber composition vulcanized to cord fabric on the principle on which automobile tires are made. Where this sole is used we use the gro-cord anti-trip heel.

The spiked golf sole is made by riveting regulation golf spikes through the outer-sole and with this construction it is necessary to use a first quality middle sole so that there is no chance of the spikes pushing through causing lumps on the inner-sole, thereby hurting the feet. It is for these extra construction features that $1.00 additional is charged. Where this sole is used we use a solid leather heel. The plain leather sole is perfectly smooth like the soles of your everyday shoes. The sole, however, is, of course, of the highest grade and somewhat thicker. Where this sole is used we use the regular Wing-foot heel.

THIS Black Hawk sport oxford is made of black calfskin and white calfskin combination on the Blucher style and made on our Special Moccasin Last. It has the hand-sewed vamp and the upper is welted to the sole. It is made with extra heavy full grained insoles, the best solid leather counters and is fully lined.

Made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on this oxford, $1.50.

Plain Sole — **No. 680** — **Price** **$9.00**

Spiked Golf Sole — **No. 681** — **Price** **$10.00**

Gro-cord Sole — **No. 682** — **Price** **$9.00**

THIS Black Hawk is tan calfskin and light cream colored elk combination, making it a shoe of beautiful appearance and one quite easy to keep clean. It also has the hand-sewed vamp and the upper is welted to the sole. It is made on our roomy Moccasin Last; has an extra heavy full grained insole, solid leather counters and is fully lined.

Made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on this oxford, $1.50.

Plain Leather Sole — **No. 672** — **Price** **$9.00**

Spiked Golf Sole — **No. 673** — **Price** **$10.00**

Gro-cord Sole — **No. 674** — **Price** **$9.00**

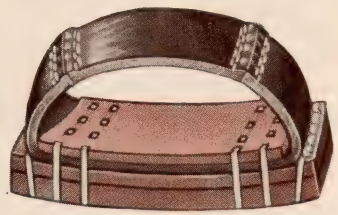
Hand Made True Moccasin Construction

THIS Black Hawk hand-made true moccasin construction boot is 17 inches high of the very best chocolate waterproof leather. It is available in this height only, as experience has shown the 16-inch to be a trifle short for most men and the 18-inch too high. This extra inch adds materially to the appearance.

Due to the two full California leather soles, the upper leather, the insoles, and the pegged construction, this is a very heavy stiff soled boot. This boot will hold calks or hobnails and is equal to the roughest and most severe sport or work. These boots are lasted by hand and are double hand-sewed all the way around the vamp with a special row of hand-sewing at the counter, the backstay and the quarter. The boot is made with the army stud hook for lacing. This hook will not bend nor flatten out. Note particularly the extra wide backstay, the solid leather heel, and remember the best of everything that money will buy has gone into this boot.

It is made on our EE Special Pac Last. Sizes 5 to 12, with half sizes. Deposit on this boot, $3.00.

No. 661
Price **$20.50**



No. 661
17-inch Pegged

THIS boot is a running mate for the other one shown on this page. It also is a hand lasted, hand-sewed moccasin 17 inches high of the best waterproof leather. It is also made on our EE Special Pac Last which allows plenty of sock room and differs principally as to the sole construction. The outsole and middle sole on this boot are of oak leather being, therefore, quite pliable and flexible, and not being designed to hold calks is much lighter and softer than the other sole construction. This boot, therefore, is ideal as a business or professional man's sport boot or for use by surveyors, oilmen, etc., whose outdoor work is less arduous. Both boots come equipped with the army stud hooks, compass pocket and rawhide laces.

Made in EE width. Size 5 to 12, with half sizes. Deposit on this boot, $3.00.

No. 651
Price **$19.50**

No. 651
17-inch Sewed

Hand Sewed Clear Around

For Sport or Work

THIS Black Hawk model is offered in either the 12-inch or 17-inch heights and is made of the best chocolate waterproof leather. As shown in the illustrations, these boots are hand sewed all around, having both the hand sewed vamp and the hand sewed quarter. The upper is welted to a single prime oak leather sole which has been treated to make it waterproof. Here, you have a boot on a Munson Last ideal for sport or work but offering a decided price advantage over the hand lasted models but retaining the valuable hand sewing features. These boots have the Army stud hooks for lacing, rawhide laces, wide backstay, solid leather heels, heavy full grain insole, solid sole leather counter, and a built-in steel arch. These boots will appeal very strongly to the great army of men who want something very good yet who do not care to pay quite as much as is necessary for the hand-made, hand sewed moccasin.

Made in E width. Sizes 5 to 12, with half sizes. Deposit on these boots, 12-inch, $2.00, 17-inch, $2.50.

No. 670—12-inch Price **$12.75**

No. 671—17-inch Price **$14.75**

Hand Made Loggers' Shoes

10-inch
No. 490 Price..... $14.00
(Regular Heel)

12-inch
No. 491 Price..... $15.50
(Regular Heel)

16-inch
No. 492 Price..... $19.00
(Regular Heel)

A FIRST hand knowledge of the hard gruelling work which the driving shoe must carry its wearer through has been the inspiration for adding these hand pegged driving shoes to our line. Chippewa Falls is the home of the old time hand pegged logging boot and we have been able to secure the services of some of these old time hand shoemakers to make your boots especially for you.

We are not carrying any of these boots in stock. Every order, therefore, as it is received will be made special. It, therefore, will be necessary for you to allow three weeks for delivery to be made. We will make them to order in either 10-inch, 12-inch or 16-inch heights, and in either the regular heel or the spring heel.

The uppers will be made of the best black chrome waterproof leather. The soles will be double thickness, pure California leather which is the only leather tough enough to hold calks. The heels will be of solid California leather. The toes will be soft and perfectly plain and the entire fore part will be lined with leather. All back stay stitching will be strongly sewed and reinforced where the strain comes, to prevent any chance of ripping. They will be made on our famous Forty-Niner Last which is ideal for a shoe of this type, and which gives lots of sock room but built so that when the foot is in the shoe it won't wabble around.

If these shoes are wanted calked, be sure and write "calked" on the order. To avoid inferior workmanship in calking we will only guarantee the calks to hold if they are put on in our factory. These are made with stud hooks for lacing and have outside counter pockets. *Made in EE width. Sizes 5 to 12, with half sizes.*

Deposit on No. 490, $2.00; No. 491, $2.50; No. 492, $3.00; No. 480, $2.00; No. 481, $$2.50; No. 482, $3.00.

NOTE: CALKING 50 CENTS EXTRA

10-inch
No. 480 Price..... $14.00
(Spring Heel)

12-inch
No. 481 Price..... $15.50
(Spring Heel)

16-inch
No. 482 Price..... $19.00
(Spring Heel)

The Highest Quality, the Safest, of all "Safety First" Shoes Ever Made

MASON-BUILT "PROTEX-TOES"

Why "Protex-Toes" Are Needed

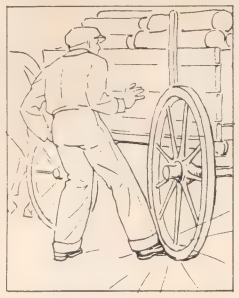
AVAILABLE figures show that workers have more injuries to the feet than all other injuries combined.

In some plants injuries to feet represent as high as 70% of all reported injuries. The most common injury to feet are those caused by some heavy object being dropped on the toes. Nils Juel, Employment and Safety Manager of the Michigan Steel Corporation, says, "We believe injuries to feet cause more lost time than any other type of injury."

Safety engineers throughout the country and many of the most progressive industrial corporations are insisting that their workers wear shoes which will prevent this type of accident.

If your work exposes you to the chance of having objects drop on your toes or if in your work you are constantly bumping your toes or running the chance of having them run over, you should, by all means, wear Protex-Toes shoes. They will give you the utmost in shoe comfort and satisfaction, and supply this safety, which is better than an insurance policy, at no cost to you.

Protex-Toes shoes are the result of extensive investigation and trial in mines, industrial plants, on farms and in general wear. They have been immersed in water for days at a time and have refused to soften up. They have withstood the test of dropping heavy weights on them and many full blows with a hammer have failed to make them yield.



How "Protex-Toes" Are Made

PROTEX-TOES use the full vamp construction as indicated in the illustration. In other words, our heavy safety toe is inserted between the vamp and the tip making it impossible for the toe itself to hurt the foot in ordinary wear, rendering them doubly resistant both to water from the outside and to perspiration from the inside.

In every case the Protex-Toes in addition to offering toe safety is the best shoe which it is possible to build. In these the safety principle is not the talking point to help sell inferior merchandise. That's why the name Protex-Toes is your protection, for it means that the upper leather, the soles, insoles and every other detail is of the best and the workmanship the finest anywhere.

After wearing a pair of Protex-Toes you will say like others who have tried them that price is no object for you would have no other at any price.

Safety and Cheapness Are Enemies— Buy Good Shoes

Good shoes of any type are always an economy, but this applies particularly to a work shoe like the Protex-Toes. First of all a man whose work endangers the toes is usually doing hard work. This means that the soles on his shoes want to be of the very best quality and of sufficient thickness in order to avoid the cost of constant repair. The upper leather in his shoes should be of a weight and a tannage consistent with the use to which they are to be put. If the upper leather is poor and the sole leather good, when the time for repair comes the upper is gone and cannot stand being resoled. If the soles are poor and the upper good, you are faced with constant repair bills. Your safety, therefore, lies in buying the best. You get the maximum wear which the best sole leather affords and you have uppers strong enough to hold new soles indefinitely.

Who Needs "Protex-Toes"

IT IS difficult to conceive of any class of working man who can afford to run the risk of letting their toes be unprotected, but they are built especially for:

FARMERS
FOUNDRY MEN
FILLING STATION MEN
GARAGE MEN
LINEMEN
LUMBERMEN
OIL HANDLERS
PAINTERS
STEEL WORKERS
FREIGHT HANDLERS
FACTORY HANDS
ICE MEN
LABORERS
MACHINE OPERATORS
MINERS
RAILROAD MEN
TRUCKMEN

If you do any lifting or if your work exposes you to heavy laden hand trucks or anything movable on wheels, you need the protection which we offer. The fact that you have never had an accident does not mean that your turn may not come next week. If anything heavy hits your toes you have lost nothing. If such a thing should happen you have the protection. Why run chances with your health and your income.

Waterproof—"PROTEX-TOES"—*For Hard Work*

THESE three heights of Protex-Toes offer not only the most in safety but the utmost in quality in their other features.

They are made of black waterproof leather of good stout weight and the gusset, or tongue part, is also of the same leather. This leather and method of construction alone make these costly shoes to build. Then too we use the heavy leather outside counter pocket. This renders the shoe absolutely smooth on the inside at the back so there can be no heel chafing. The counter used is made of one piece of heavy sole leather so that the heels as well as the toes are protected. These shoes are of full vamp construction making it impossible for the heavy safety feature to hurt your feet.

You must remember too that these are of Genuine Goodyear Welt construction and must not be confused with nailed shoes which is the cheap method of construction. These styles have two full oak leather soles running the entire length of the shoe and they have heavy solid leather heels. In the 10 inch and 12 inch heights we use the army stud hook for lacing. This hook is, of course, more expensive but will not bend, flatten or break off like most other hooks when exposed to severe work.

These shoes are made on the Munson Army Last. Made in widths E, EE, EEE. Sizes 5 to 12 with half sizes. Deposit on No. 454, $1,00; No. 453, $1.00; No. 452, 60 cents.

12 Inches High
No. 454
Price **$7.45**

10 Inches High
No. 453
Price **$6.95**

6 Inches High
No. 452
Price **$5.45**

Save Pain—"PROTEX-TOES"—*Save Layoffs*

No. 450
Price..... $4.75

THIS Protex-Toes style has the safety feature built into an upper of soft pliable Chocolate Elk. Its big field of demand, therefore, is for men whose work does not expose them either to water or manure, but who nevertheless are exposed to the danger of objects falling on, hitting or bumping into the toes.

In this class will be found a great many filling station attendants, factory workers, painters, truckmen, carpenters, etc.

It is a plain toe pattern on our Munson Army Last with stitching across the tip to hold the safety toe in place so that it cannot hurt the foot.

It must be remembered that this shoe is of Genuine Goodyear Welt construction and it should not be confused with cheap shoes made by the nailed method. It has a good stout oak leather sole of the very best quality and on this shoe we use the 13 nail rubber heel. The insoles are of full grained leather and this style would be moderately priced even if it didn't give you the best toe protection on the market.

Made in EE widths. Sizes 5 to 12 with half sizes. Deposit on this shoe, 50 cents.

No. 456
Price..... $4.65

THIS Protex-Toes style is built of Tan Retan leather. It, therefore, is resistant to manure and barnyard acids. The upper is of stout weight and, being a close grained leather is suitable for almost any kind of work with the possible exception that our waterproof shoes would be voted better for work around mines and places of that nature. This shoe is of full vamp construction, the safety toe, therefore, being placed between two thicknesses of leather, making it absolutely smooth on the inside and impossible to hurt your feet.

A single heavy oak leather outsole is used together with a 13 nail rubber heel. Remember please, this shoe is made by the Genuine Goodyear Welt method which should not be confused with the cheap shoes made by the nailed method. Due to its quality and its workmanship it is moderately priced. You, therefore, pay nothing for the safety feature and it may be the means of saving you untold pain and great loss of income. "Safety First" is more than a slogan, it is a modern plea to cut out the waste of avoidable accidents.

Made in EE widths. Sizes 5 to 12 with half sizes. Deposit on this shoe, 50 cents.

For Dress—"PROTEX-TOES"—*Safety, Too*

Now you can get Protex-Toes in a dress shoe also. We have found many such as policemen on duty, men working in factories and a great many men for ordinary everyday wear desire the protection which this shoe offers. It is made of black calfskin leather on our Munson Army Last. It is of full vamp construction. The safety toe is sewed between two pieces of calfskin, rendering the shoe perfectly smooth on the inside. This style is made and finished like your ordinary dress shoe and will take and hold a very high polish. To withstand severe weather and to render a great amount of wear we are using two full leather soles sewed by the Genuine Goodyear Welt method. This shoe has a rubber heel, full grained leather insoles, one piece solid leather counter and has a full heavy duty canvas lining.

Examine these Protex-Toes shoes carefully and select the style or styles most suited to your particular needs. All combine comfort and utility along with the feeling of freedom you will have from knowing that your feet enjoy the most protection the market can give you.

Made in EE widths. Sizes 5 to 12, with half sizes. Deposit on this shoe, $1.00.

No. 455
Price..... $5.95

HERE is a very serviceable golf shoe built in stylish black and white combination. The tip and saddle are of black Calfskin, the vamp and quarter are of smoked Elk. These have a hard box toe and are fully lined. The rubber sole is of white rubber with suction cup grips and a white rubber anti-trip wedge heel is used. These offer a general sport shoe at a modest price but of a quality and style not to be duplicated elsewhere at several dollars more.

Made in E width only. Sizes 5 to 12, with half sizes. Deposit on this shoe, 75 cents.

No. 405
Price..... $4.75

THIS offers still another type of very dressy high grade sport footwear. It is of tan Calfskin and smoked Elk combination. It has a perfectly plain soft toe and will afford unusual comfort. The shoe is fully lined, has leather counters, best quality insoles, etc. It, too, carries the grocord golf sole which affords unusual wear, sound footing, softness and flexibility.

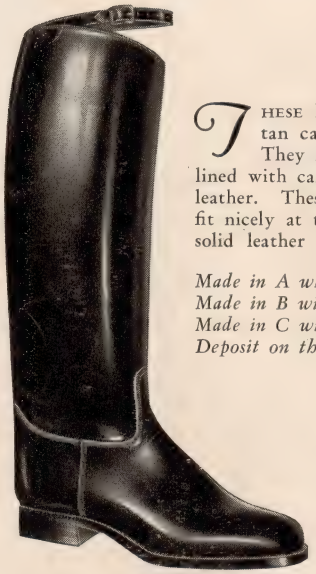
Made in C, D, and E widths. Sizes 5 to 12, with half sizes. Deposit on this shoe, $1.00.

No. 403
Price..... $5.95

HERE'S another two tone combination golf or sport oxford of high quality, but at a surprisingly low price. The tip and saddle of this shoe are of tan Calfskin with the vamp and quarters of smoked Elk. These are fully lined, have a hard box toe, and are of Genuine Goodyear Welt construction. The sole is of high quality live red rubber with grips as shown in the illustration.

Made in E width only. Sizes 5 to 12, with half sizes. Deposit on this shoe, 75 cents.

No. 407
Price..... $4.75



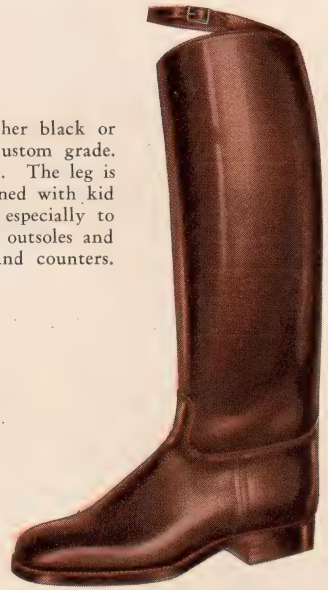
Ladies' Riding Boots

THESE ladies' riding boots are offered in either black or tan calfskin and are of the very highest custom grade. They have a stiff leg molded under pressure. The leg is lined with calfskin. The quarter and ankle are lined with kid leather. These boots are hand lasted and molded especially to fit nicely at the top. They have best oak leather outsoles and solid leather heels. First quality leather insoles and counters.

Made in A width. Sizes 4 to 8, with half sizes.
Made in B width. Sizes 3 to 8, with half sizes.
Made in C width. Sizes 2½ to 8, with half sizes.
Deposit on these boots, $3.00.

No. 775—Black Price..... $17.50

No. 776—Tan Price..... $17.50

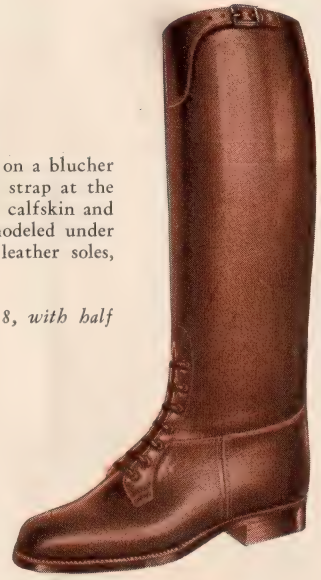


Ladies' Field Boot

THIS is a ladies' tan Elk Field Boot on a blucher cut with lacing at the instep and strap at the top. This boot is fully lined with calfskin and is hand lasted and the semi-stiff leg is modeled under pressure. They have best quality oak leather soles, heels, insoles and counters.

Made in B, and C widths. Sizes 3 to 8, with half sizes. Deposit on this boot, $3.00.

No. 777 Price..... $18.00



Men's Riding Boot

THIS beautiful stiff leg calfskin riding model is offered in either black or tan first quality calfskin. Lined throughout with first quality calf. These boots are hand lasted and have a narrow strap at the top and the stiff leg is molded under pressure. They are made on a dressy last, have best quality oak leather soles, solid leather heels, insoles and counters. These boots, like the others shown on this page, compare for quality with anything offered in the American market. At Mason's prices they are doubly attractive.

Made in B, and D widths. Sizes 6 to 11, with half sizes. Deposit on these boots, $3.00.

No. 778—Tan Price, $21.00

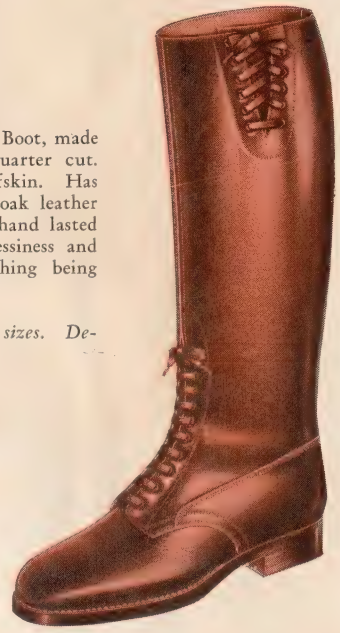
No. 779—Black Price, $21.00

Men's Field Boot

THIS is an unusually fine tan Elk Officer's Field Boot, made on a blucher pattern and with the army quarter cut. The boot is fully lined with high grade calfskin. Has lacing at instep and top. It is made with the best oak leather soles, solid leather heels, insoles and counters. It is hand lasted on the Officer's Dress Last and for appearance, dressiness and all around quality it cannot be excelled by anything being produced anywhere.

Made in C, and D widths. Sizes 6 to 11, with half sizes. Deposit on this boot, $3.00.

No. 780 Price..... $21.00

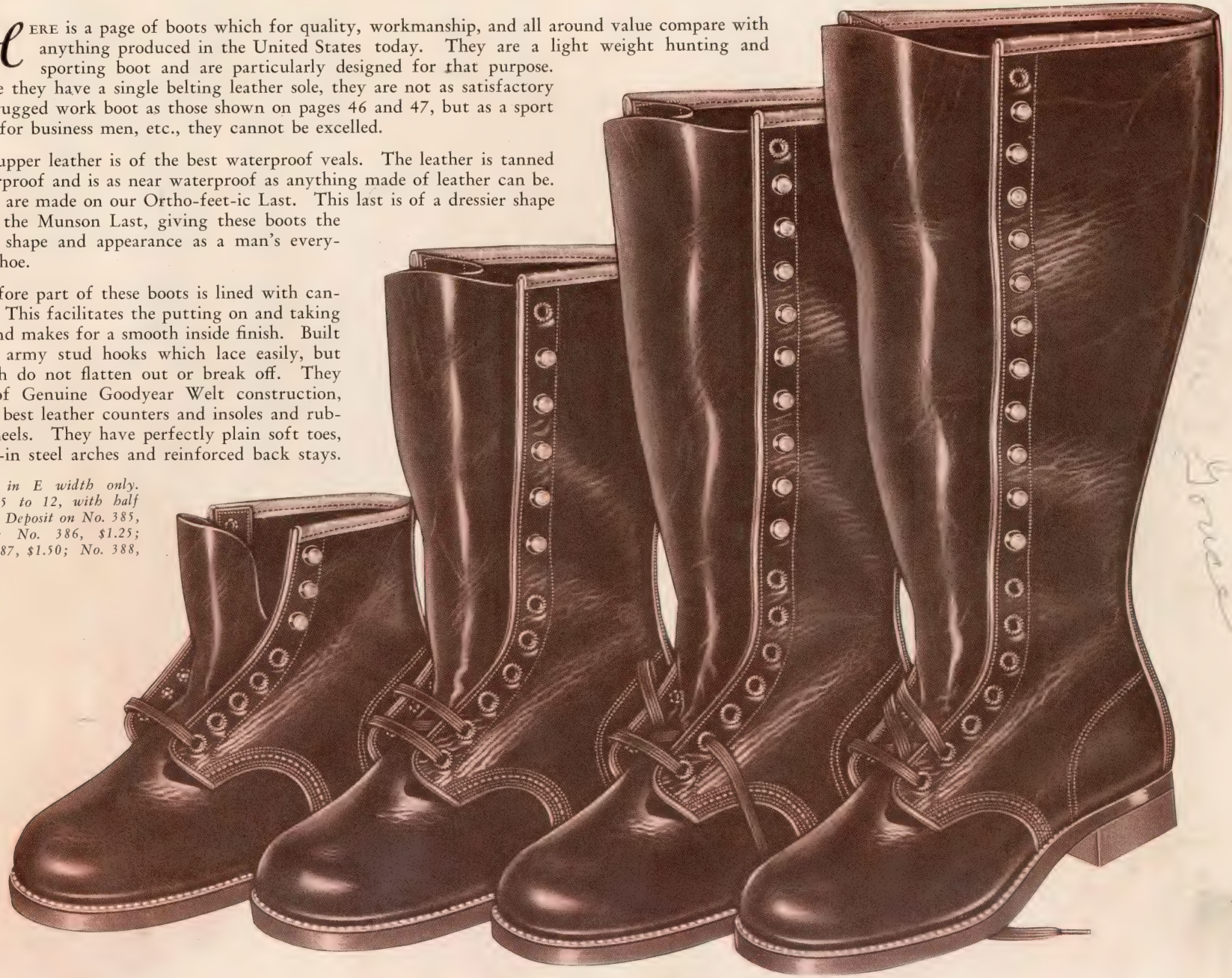


HERE is a page of boots which for quality, workmanship, and all around value compare with anything produced in the United States today. They are a light weight hunting and sporting boot and are particularly designed for that purpose. While they have a single belting leather sole, they are not as satisfactory as a rugged work boot as those shown on pages 46 and 47, but as a sport boot for business men, etc., they cannot be excelled.

The upper leather is of the best waterproof veals. The leather is tanned waterproof and is as near waterproof as anything made of leather can be. They are made on our Ortho-feet-ic Last. This last is of a dressier shape than the Munson Last, giving these boots the same shape and appearance as a man's every-day shoe.

The fore part of these boots is lined with canvas. This facilitates the putting on and taking off and makes for a smooth inside finish. Built with army stud hooks which lace easily, but which do not flatten out or break off. They are of Genuine Goodyear Welt construction, have best leather counters and insoles and rubber heels. They have perfectly plain soft toes, built-in steel arches and reinforced back stays.

Made in E width only. Sizes 5 to 12, with half sizes. Deposit on No. 385, $1.00; No. 386, $1.25; No. 387, $1.50; No. 388, $2.00.



6-Inch	12-Inch	16-Inch	18-Inch
No. 385 Price..... $5.95	No. 386 Price..... $8.40	No. 387 Price..... $9.75	No. 388 Price..... $10.75

Deposit on No. 375, $2.00.
Deposit on No. 376, $1.50.
Deposit on No. 377, $1.25.

No. 375—18-inch Price $11.75

No. 376—16-inch Price $10.75

No. 377—12-inch Price $9.25

We Pay the Postage on These Styles

IN MOST shoes "class" proves itself through wear, but in waterproof boots it is apparent immediately to the naked eye. This is because waterproof shoes are not polished and shined to give them character. In these six boots the leather comes to you just as it comes fresh from the tannery. The fact that it is the best waterproof leather made is quickly recognized from the cheap imitations.

The leather is tanned to be as waterproof as leather can be. Oiled occasionally and treated like other good equipment they will turn water to every reasonable limit.

They are made with plain soft toe on our Munson Army Last, have army stud hooks for lacing. Stud hooks will not catch brush or flatten out, and are much quicker than lacing through eyelets. The sole construction is the best money will buy. Full heavy oak leather steer hide outsole with moisture proof rawhide middle sole. Wet weather welting sewed in in addition to the regular welt. These boots have the built-in steel arch, leather counter, rubber heel—in short, your comfort for every venture has been ever in mind and taken care of.

Made in EE width only. Sizes 5 to 12, with half sizes. Deposit on these shoes styles (6-inch, 8-inch, 10-inch), $1.00.

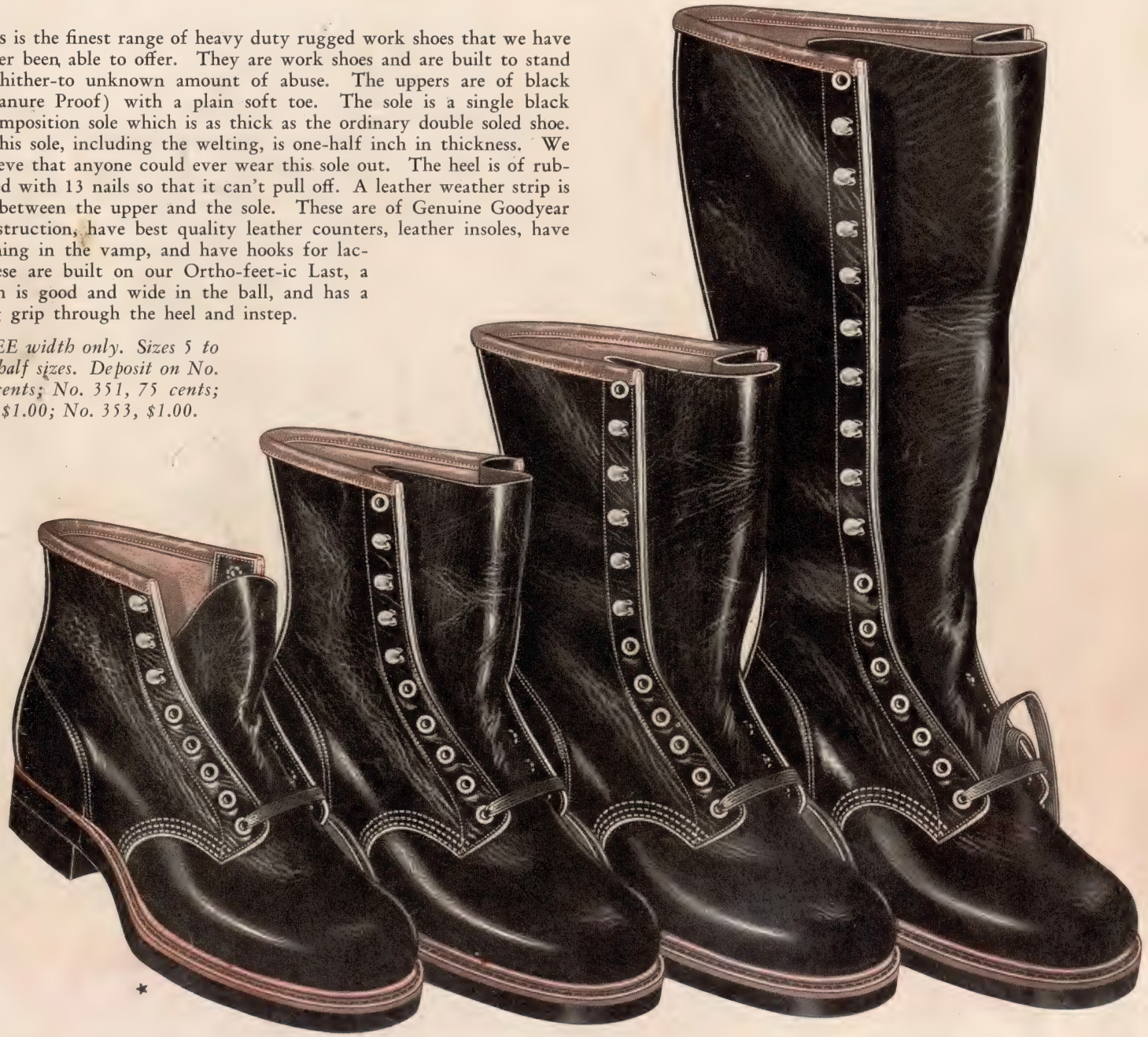
No. 378—10-inch
Price $8.25

No. 379—8-inch
Price $7.15

No. 380—6-inch
Price $6.45

THIS is the finest range of heavy duty rugged work shoes that we have ever been able to offer. They are work shoes and are built to stand a hither-to unknown amount of abuse. The uppers are of black retan (Manure Proof) with a plain soft toe. The sole is a single black rubber composition sole which is as thick as the ordinary double soled shoe. In fact, this sole, including the welting, is one-half inch in thickness. We don't believe that anyone could ever wear this sole out. The heel is of rubber secured with 13 nails so that it can't pull off. A leather weather strip is sewed in between the upper and the sole. These are of Genuine Goodyear Welt construction, have best quality leather counters, leather insoles, have canvas lining in the vamp, and have hooks for lacing. These are built on our Ortho-feet-ic Last, a last which is good and wide in the ball, and has a very snug grip through the heel and instep.

Made in EE width only. Sizes 5 to 12, with half sizes. Deposit on No. 350, 50 cents; No. 351, 75 cents; No. 352, $1.00; No. 353, $1.00.



No. 350—6-in. Price **$4.85**

No. 351—8-in. Price **$5.50**

No. 352—10-in. Price **$6.35**

No. 353—16-in. Price **$7.75**

Manure-Proof—Leather Soles

HERE is a line-up of tan retan (manure-proof) boots offering you your preference as to height. The leather in these boots is tanned twice—first in chrome to give it strength and then completely retanned in vegetable extract to make it resist barnyard acids. This retan process gives the leather a close net fiber which is quite water repellent and of great strength. It is, however, quite soft and makes a comfortable, pliable shoe.

These shoes are made by the Goodyear Welt Process and should not be confused with ordinary work shoes which are ordinarily of nailed construction. The welt process gives you a shoe without nails, quite flexible and one which is very easy to resole. All of these shoes have belting leather soles. Belting leather is very rugged, durable and flexible and these good, heavy leather soles finished like belting leather have the same qualities. They have perfectly plain soft toes, rubber heels, best leather insoles, guaranteed counters and use hooks for lacing.

Take no chances in buying farm shoes. You spend many hours in them and your feet are entitled to the investment of a little more in order to give them the best.

Made in E width only. Sizes 5 to 12, with half sizes. Deposit on each of these styles, 50 cents.

No. 425—6-inch Price	**$3.95**
No. 426—8-inch Price	**$4.45**
No. 427—10-inch Price	**$4.95**
★ **No. 428—12-inch Price**	**$5.25**
No. 429—16-inch Price	**$5.95**

Chocolate Elk—Leather Soles

IF YOU need something in a nice, soft chocolate elk leather, take your pick from these. This leather, generally referred to as Elkskin, is tanned by the chrome process and is very soft, strong and durable. It is quite porous, therefore is not suited to work in wet places or on farms where it will come in contact with manure.

Whether you select the 6-inch, 8-inch 12-inch, 16-inch, or 18-inch, you are assured that every inch is of the finest quality and the utmost comfort, and for shoes of such construction and durability are unusually low priced.

Except for No. 394 the 18-inch, which has an outside counter pocket and strap and buckle at the top, all of the boots are identical in everything except height. All have single, good, heavy leather soles; 13 nailhole rubber heels; plain, soft toes; first quality leather insoles; guaranteed counters. All are unlined and use hooks for lacing.

They are made on our Ortho-feet-ic Last by the Genuine Goodyear Welt method.

Made in EE width. Sizes 5 to 12, with half sizes. Deposit on No. 390, 50 cents; No. 391, 75 cents; No. 392, $1.00; No. 393, $1.00; No. 394, $1.50.

No. 390—6-inch Price	**$4.45**
No. 391—8-inch Price	**$5.35**
No. 392—12-inch Price	**$6.75**
No. 393—16-inch Price	**$7.65**
No. 394—18-inch Price	**$9.75**

16-inch Calf Boot

You will get a thrill from the kind of boots which made the Army officers so proud. While these are moderately priced don't underestimate their quality for they will compare very favorably with most $15 and $18 showings.

The height is 16 inches, which for the man of ordinary height is exactly right for the top comes just a few inches above the widest part of the calf. This corresponds to the pattern on which the boot is cut and gives that glove-like fit so necessary in a good dress boot. These boots will take and hold a high "West Point" polish. The gusset or tongue is mahogany calfskin just like the rest of the upper.

The sole construction, steel shanks, etc., are identical to the specifications of the 6-inch Army Officer's shoe shown on this page—please note these points of superiority.

Made in E width only. Sizes 5 to 12, with half sizes. Deposit on this boot, $1.50.

No. 362
Price .. $6.25

No. 363—16-inch
Price $9.50

Army Officer's Shoe

You may have worn army officer's shoes, if not you have surely seen them. They are about the only footwear of army development that remains for civilian wear.

The principal difference between these and other shoes of similar appearance is in the idea of making them as good as they can be made instead of as cheap as they can be made.

For civilian wear they are fine enough for semi-dress, are stout enough for motorcycle police and fit in any place between where a rich mahogany color calfskin on our foot shaped Ortho-feet-ic Last is wanted.

Purposely made with all eyelets for lacing they are popular for wear with puttees.

Good heavy soles, outsole of oak leather, middlesole of rawhide. Built-in steel arch support, leather counters and insoles; hard blind box toe to hold the shape; rubber heel; full lining; genuine Goodyear Welt construction.

Made in D, E, and EE widths. Sizes 5 to 12, with half sizes. Deposit on this shoe, $1.00.

Army Style—Army Pattern—Army Last

No. 432
Price..... $4.95

ONE of our new work shoe additions is this army blucher. It is made of tan retan (manure-proof leather) on the Munson Army Last. It is of full vamp construction, an extra toe cap being sewed on the tip thereby giving it double leather over the toes. No stiffening, however, is used in the toe—it, therefore, is semi-soft. Being made with all nickel eyelets for lacing it is very suitable for wear with puttees.

This shoe is of Genuine Goodyear Welt construction having a choice oak leather outsole, carries a 13 nail rubber heel, has full grained insole, solid one piece sole leather counter, and is a first class work shoe in every respect.

Made in E width, sizes 5 to 12, with half sizes. Deposit on this shoe, 75 cents.

Black Elk Work Shoe or Oxford

HERE is something quite a bit new in work footwear. Available in either an oxford or in a shoe. The upper leather is of black elk. This leather is very, very soft and pliable, affording the utmost coolness and comfort. The toe is made with a moccasin stitch to add to the appearance. These have a single oak leather sole sewed by the Genuine Goodyear Welt Process, carry a Wing-foot rubber heel and have no lining whatever. They are made on our Munson Army Last.

Made in E width, sizes 5 to 12, with half sizes. Deposit on these styles, 50 cents.

No. 430—Oxford
Price..... $4.50

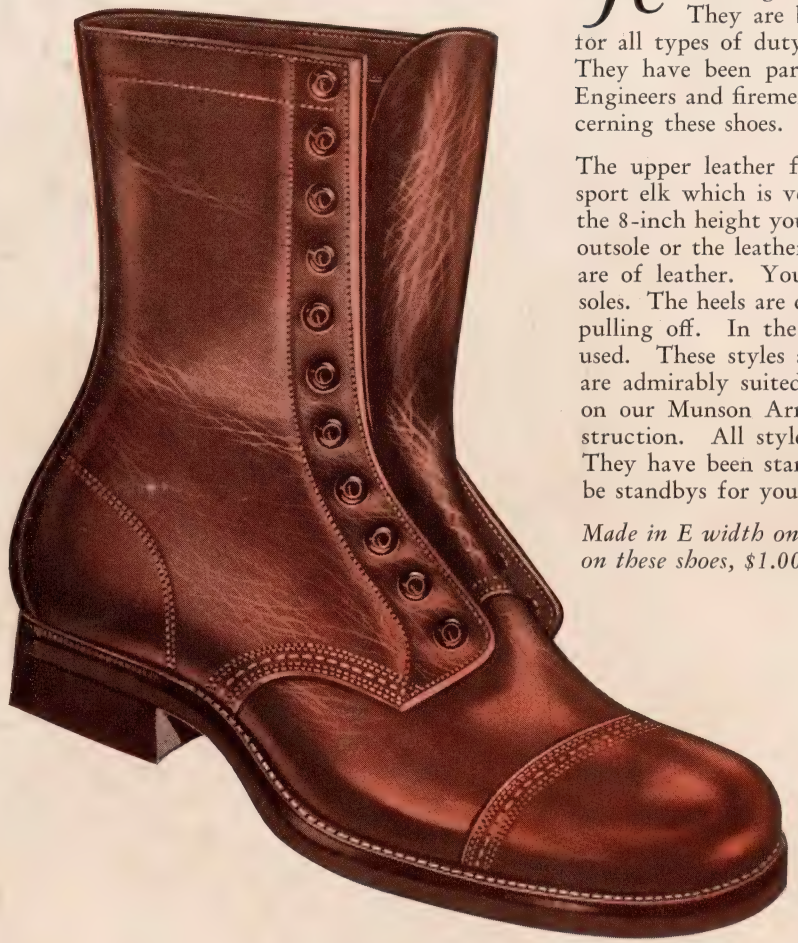
No. 431—Shoe
Price..... $4.65

Railroader Specials

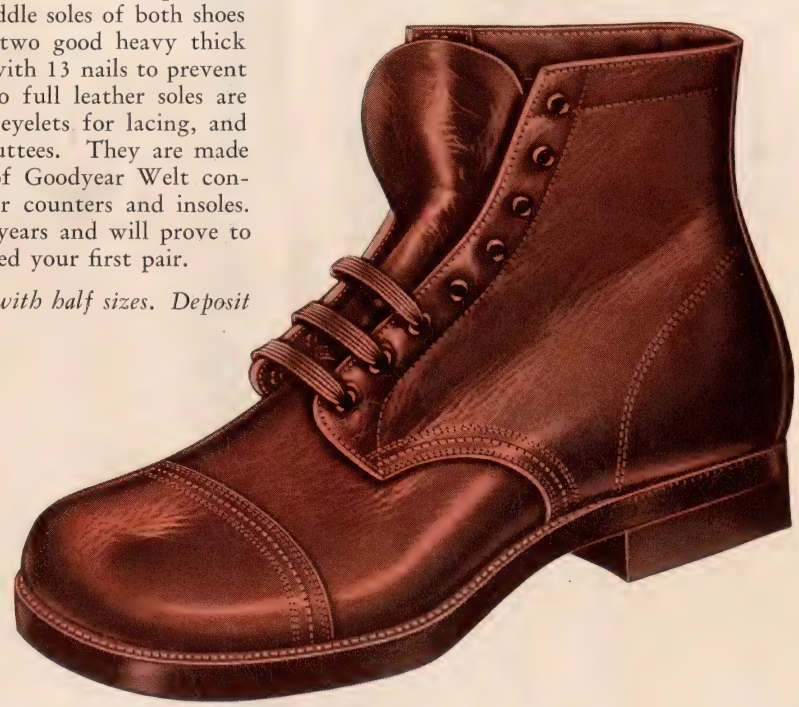
HERE are three faithful numbers which have been building a reputation for Mason shoes for years. They are built as extra strong, rugged work shoes for all types of duty other than farming or where it is wet. They have been particularly acceptable to railroad workers. Engineers and firemen have written us many testimonials concerning these shoes.

The upper leather for all three styles is of a beautiful tan sport elk which is very soft and very strong and pliable. In the 8-inch height you can secure either the rubber composition outsole or the leather outsole. The middle soles of both shoes are of leather. You, therefore, have two good heavy thick soles. The heels are of rubber, put on with 13 nails to prevent pulling off. In the 6-inch height two full leather soles are used. These styles are made with all eyelets for lacing, and are admirably suited for wear with puttees. They are made on our Munson Army Last and are of Goodyear Welt construction. All styles have best leather counters and insoles. They have been standbys of ours for years and will prove to be standbys for you once you have tried your first pair.

Made in E width only. Sizes 5 to 12, with half sizes. Deposit on these shoes, $1.00.



No. 333—8-inch Price $5.85
Rubber composition outsole, leather middle sole.



No. 334—8-inch Price $6.25
Oak leather outsole, oak leather middle sole.

No. 335—6-inch Price $5.75
Two full oak leather soles.

You may care to spend only a limited amount for a shoe to work in. We see it as you do and in many cases a cheap work shoe is all right. The only thing we say is—don't get them too cheap. Now here's a shoe—a good shoe—costing little enough money to suit anybody. It is a Genuine Goodyear Welt, made of Black English Cowhide with double tip and hard box toe. It has a rubber composition outsole and a leather middle sole. Surely if you can get a good welt for this money you don't want to take a chance with your feet, or be bothered with wearing shoes with the soles nailed on for a few pennies. Look at these, they are a real bargain.

Made in E width, Munson Last. Sizes 5 to 12, with half sizes. Deposit on this shoe, 50 cents.

No. 433
Price..... $4.65

We pay the postage on this style.

You will find here a real bargain. A tan manure-proof leather shoe of Genuine Goodyear Welt construction with a rubber composition sole and oak leather middle sole. This is a typical illustration of how good shoes can be "sold for less" direct from the factory. The inside construction is first class and nothing has been skimped. The low price doesn't tell the whole story but when you see both the shoe and the price you have found a combination that's just right.

Made in E width. Sizes 5 to 12, with half sizes. Deposit on this shoe, 50 cents.

No. 424
Price $2.98

Postage prepaid if shipped with an item that is regularly mailed postpaid. If shipped alone plus postage.

You have seen lots of scout or plow shoes of this general type and usually at less money than these cost. The thing to bear in mind is that this is of Genuine Goodyear Welt construction, which fact alone represents most of the difference in price. In this shoe there are no nails—they are more flexible, and are smoother inside than other "scouts" offered. Then, too, the chocolate elk leather is of better quality, being cut from better skins. These have a hard box toe and are unlined. The sole is of rubber composition which will outwear leather. This sole is reinforced with a leather middle sole to give additional strength. Made on our Munson Army Last. Rubber heel.

Made in E width only. Sizes 5 to 12, with half sizes. Deposit on this shoe, 25 cents.

No. 293
Price $2.68

Postage prepaid if shipped with an item that is regularly mailed postpaid. If shipped alone plus postage.

The Softest Work Shoes Ever Made

THESE are the softest, most flexible work shoes made. The soles are of rubber composition, which will greatly outwear leather, and they are guaranteed not to mark the floor.

They are light in weight, being about 20 per cent lighter than the average work shoes, and are designed as work shoes for either young or old men who work in or around factories, garages, shops, teamsters, or for haying, plowing or work other than where the shoes will be exposed to acids, manure, etc.

They are made of brown golden elk with moccasin toe, unlined. They are made by the Stitchdown process which makes them extremely flexible.

They are of first quality in every respect and are priced artificially low to introduce this type of shoe to the vast army of men who have always wanted something along this line, but have never been able to get them. *Made in E width, Munson Last. Sizes 5 to 11, with half sizes. Deposit on these shoes, 50 cents.*

No. 701—Oxford
Price..... $3.45

No. 702—Shoe
Price..... $3.85

BOYS' SHOES

for Dress or Play

Our line of boys' shoes is shown on the three following pages. In looking at these styles and in reading their specifications, please remember that these shoes are made like our men's shoes. In other words, we feel that if anyone needs good fitting, strongly made shoes it is boys and we feel, therefore, that to sacrifice quality in order to have low prices is the very poorest thing which can be done.

Remember, too, that boys' feet are in their formative years and any wrong tendency started in boyhood will develop and perhaps cause serious consequences in his later years.

One of the kindest things you can give your boy is good feet and until such time as he begins to buy his own shoes, this is your responsibility. Avoid shoes which are skimped, built on misshapen lasts, or made of poor materials. Limit as much as possible his use of so called "sneakers" and if you do permit him to go barefooted, see that for a while each day he wears his shoes.

Our shoes are the kind your boy should wear for they are made on lasts tried and tested over a period of years. They are not skimped here and there in order to save a few pennies and maybe stunt the growth of a boy's foot. We give them room to grow, to play and to flex the growing bones, and we feel that the quality which we build into these shoes is such that the extra wear will more than repay our slight extra cost over shoes of cheap construction. Remember, too, all of these boys' shoes and boots are of Genuine Goodyear Welt construction. This makes repairing easy if the time should ever come they need it. In considering price, remember the fact that these are Goodyear Welts and not to be confused with shoes which have the soles, insoles and uppers fastened together with nails.

No. 930—Oxford
Price **$4.15**

No. 931—Shoe
Price **$4.45**

YOUR boy will take pride in his dress shoes if they are the kind the young men wear. These have the shape, color and pattern that will delight him. The upper leather is light tan Climax Calf made on a boy's Balloon last with broad square toe. The shoes are of choice oak leather cut from Texas steers.

The rubber heels, hard box toes, full linings, heavy leather insole, etc., make these duplicates of his father's in everything but size. They are of genuine Goodyear Welt construction.

Made in E width. Boys' sizes only, 1 to 6, with half sizes. Deposits on these shoes, 50 cents.

YOU may prefer black for your boy this time. If so, don't overlook this beautiful little oxford. It is made of black Climax Calf with perforated design on the hard toe. The boy's Balloon last is the height of style having the broad square toe. It is fully lined, has best grade oak leather sole, rubber heel and full grain oak leather insole.

Made in E width. Boys' sizes only, 1 to 6, with half sizes. Deposit on this shoe, 50 cents.

Black Oxford
No. 939
Price **$4.15**

HERE'S a dandy little style for a boy, especially where his suit has long trousers, for the trouser crease which runs down the vamp and tip of this oxford blends perfectly. It is made of black calfskin leather on a roomy square toed last and having just enough fancy stitching to make the shoe a little different than the average run of boy's shoes. It is fully lined, has a very fine oak leather outsole, a rubber heel and a good strong counter.

Made in E width. Boys' sizes, 1 to 6, with half sizes. Deposit on this oxford, 50 cents.

No. 940
Price **$3.75**

HERE is a wonderful shoe for your boy, and one which practically defies wear. The upper is of tan sport Elk which is a nice soft leather but is very, very strong. The soles are known as gro-cord. This sole is made on the same principle as the automobile tire, having fabric vulcanized into the rubber sole rendering an unusually long wearing bottom. It also has the wet weather welt around the sole for additional protection.

Made on our boy's Munson Last, this shoe allows for his tender growing feet. We recommend these for general play shoes or boy scouts.

Made in E width only. Sizes 1 to 6, with half sizes. Deposit on this shoe, 50 cents.

No. 303
Price **$4.35**

YOUR boy needs good shoes. In the first place they should be good because they last longer and are cheaper in the long run. But the second, and most important reason is that it doesn't pay to gamble with his feet. Where everything has to be skimped to make a cheap shoe it is only natural for ruthless makers to use harmful lasts and construction methods.

We could produce "cheap" shoes and possibly sell them for less than you have ever paid but we know the risks you would be taking. By making a good shoe, sound in every detail, we know that you will be pleased and that you will be safe. These boys' and youths' shoes are made of high grade Chocolate Elk with moccasin toe. Genuine Goodyear Welt construction.

The soles are of long wearing red rubber composition WHICH WILL NOT MARK FLOORS. Made on our Munson Last.

The youths' are made in E width. Sizes 11 to 13½, with half sizes. The boys' sizes are made in E width. Sizes 1 to 6, with half sizes. Deposit on No. 304, 35 cents; No. 305, 50 cents.

No. 304—Youths'
Price **$3.35**

Sizes 11 to 13½.

No. 305—Boys'
Price **$3.75**

Sizes 1 to 6.

THIS is a cracker-jack boys' boot on a 14-inch pattern. It is made of tan retan upper leather (manure-proof) which is extremely close grained and water repellent if oiled occasionally. It is made with an Indian scalloped tip and has a strap and buckle at the top. It has a high grade leather sole, best leather insoles, guaranteed counters and is made with rubber heels. This boot will prove a delight to your boy and will save you worrying about his shoes for a long time to come. *Deposit on this style, 75 cents.*

No. 366—Retan
Price..... $5.35
Sizes 1 to 6.

THIS is a boys' genuine waterproof veal boot cut on a 12-inch pattern. They are made with a perfectly plain soft toe and are as waterproof as anything made of leather can be. They have a single waterproof belting leather sole and rubber heel. All materials and workmanship are of the very best and while the cost may be a little more than you are accustomed to paying for your son's shoes, he is a fine little fellow and spreading yourself a little for something "good" for him will repay you many times over in seeing the joy he gets from them. Remember also that due to our Munson Last and scientific construction the structure of his feet is carefully regarded. You avoid all gambling with your boy's feet when you buy Mason's. *Deposit on this style, 75 cents.*

No. 367—Waterproof
Price..... $5.95
Sizes 1 to 6.

HERE is a chocolate elk leather boot made in both boys' and youths' sizes. The boys' is cut on a 10-inch pattern. The youths' necessarily is cut somewhat shorter, and so in order to properly fit the little fellows it is necessary to shorten the boot as we come into the smaller sizes.

The soles are of best grade oak leather. The heels are of rubber and they are made with perfectly plain soft toe. Being elk they are not water repellent nor manure-proof, but for average boy wear they are ideal. *Deposit on these styles, 50 cents.*

No. 368
Boys' Price..... $4.65
Sizes 1 to 6.

No. 369
Youths' Price..... $4.25
Sizes 11 to 13½.

WOMEN'S STYLEFUL FOOTWEAR

"To have style without suffering for it—To have one's feet admired without sacrificing comfort to achieve it—These are the shoe ideals of American women."—DUMAIS.

THE shoes shown on the following pages offer a wide assortment of styles and prices to the discriminating shoe buyer. Here you will find exactly those shoes which are necessary to complete your wardrobe.

Inspect Them Carefully—They Are Guaranteed to Please You

The shoes, as you will notice, divide themselves into two general classes, namely, shoes of the corrective type of arch support footwear and styles in which style features predominate.

The Footmold Welt Line

THE Footmold Welt Line of shoes is an artistic and scientific attempt to combine foot health and comfort with style. The idea being to give a better balance of these factors than heretofore achieved.

The creations shown have been developed to a high degree of style without sacrificing correct orthopedic procedure or durability.

The style element has been successfully portrayed by the artist and camera, but to form an opinion as to the all-around goodness of Footmolds, description of the quality and foot corrective points is necessary.

Here you have a combination last—normal and roomy at the ball of the foot, narrowed down greatly in the heel to give a secure grip, and channeled especially through the instep so that when the foot is in position no unsightly gaping is possible.

A light weight, strong tempered steel arch is built in and moulded up under the metatarsal arch giving perfect support at this ordinarily weak spot.

Wear is also taken into consideration, the oak soles, leather insoles and leather counters are of the very best.

Advance Style Shoes

ADVANCE Style Shoes, as the name implies, are shoes of style released to the buying public much sooner than through the ordinary methods of distribution. Our stylists keep accurately in touch with Paris style releases and from them select the styles which best represent the approaching mode. Here you find authentic types fashioned in the latest pattern and of the most modish leathers.

You Should Have Shoes for Every Purpose

Today's fashions demand that milady have in her wardrobe a wide assortment of shoes. There must be practical shoes to afford extreme comfort and durability; there should be walking oxfords, street shoes; shoes to harmonize with the afternoon gown and several pair for strictly formal wear. No wardrobe is complete without a pair of golf or sport shoes for the many occasions they are needed. A pair of high-cuts which gracefully fit the ankle and calf are very often wanted for the hike or camping trip, and house work will be done with less fatigue in a shoe built for that purpose. Wearing discarded dress shoes, which once were stylish, is poor economy for wear around the home, for the trial of a house shoe with a lower heel and a broader toe will convince you of this.

IF EVERY women had but one pair of shoes it is safe to assume that I would be that pair—for I am dressy enough for any function and I am so comfortable and long wearing that they would never get tired of me.

Made in black patent leather with black and pearl gray lustre strap. 2½ inch high covered spike heel. Built-in arch supports. Best grade soles and materials throughout.

Made in A width, sizes 5 to 8, with half sizes. B width, sizes 4 to 9, with half sizes. C and D widths, sizes 3 to 9, with half sizes. Deposit on this shoe, $1.25.

No. 114
Price **$7.60**

ARE you tired of straps? Do you seek a change from laces? I am far too modest to make a good talk about myself, but I would like to call your attention to the fact that I am nice as well as "different." My designer was inspired—the rich simplicity he achieved is a masterpiece.

Made of dull black kid on a custom shape last with 2½ inch high covered heel. This has an ornamental buckle and applique of three neutral shades of black as distinguishing note.

Made in A width, sizes 5 to 8, with half sizes. B width, sizes 4 to 9, with half sizes. C and D widths, sizes 3 to 9, with half sizes. Deposit on this shoe, $1.25.

No. 112
Price **$7.75**

JWAS created to serve women of taste who want a shoe of really good materials, pleasing colors and stylish pattern, yet who also ask comfort and durability.

Made in A width, in sizes 5 to 8. Made in B width, in sizes 4 to 9. Made in C, D, and E widths, in sizes 3 to 9, with half sizes. Victoria rich brown calf with light calf tongue and underlay. This style has covered heel 1 6/8 inches high, built-in steel arch and full lining. Deposit on this shoe, $1.25.

FOOT MOLD MPCo. TAILORED

No. 22
Price..... $7.65

LADIES who gratify their desires for beautiful things will fall in love with me on sight. My upper is of rich brown kid with a stunning pattern of cutout underlaid with champagne calf. I have a 2⅛-inch kid covered wood heel. I am distinctly a "dressy" shoe but what with my built-in steel arch and Foot Mold last, I will be as comfortable as any shoe you have ever had. Then, too, for those who appreciate real service, my sole will wear beyond all your expectations.

Made in B, C, D widths. Sizes 3 to 8½, with half sizes. Deposit on this is $1.00.

No. 121
Price..... $6.35

THEY call me a "Nurse's Shoe," and of course I am, but it is surprising how many women other than nurses need the comfort and foot health I give.

Made in C, D, and E widths. Sizes 3 to 9, with half sizes. Black kid upper leather, 1⅝-inch leather heel with rubber top lift, built-in arch support, leather sole, leather counter, kidskin lining, hard box toe. Deposit on this shoe, $1.25.

FOOT MOLD
MPCo.
WELTS

★

No. 28
Price..... $6.95

WHILE I am conservative I don't believe I am a bit like other conservative girls. Candidly, I am the type of business girl whom one never thinks of as an old maid—dependable, neat and all that, but not at all prudish. A little swirl of style in my tailoring keeps me young in spite of the years I represent.

Made in A width, in sizes 5 to 8. Made in B width, in sizes 4 to 9. Made in C, D, and E widths, in sizes 3 to 9, with half sizes. 1⅞-inch leather heel with rubber top lift, built-in support, leather sole, leather counter, kidskin lining. Deposit on this shoe, $1.25.

FOOT MOLD MPCo. WELTS

No. 16
Price $7.85

HERE you find a very seasonable three eyelet tie oxford made of dark nut brown calfskin with tan calfskin trimming and with a small beige water-snake under-lay as shown in the illustration. The shape of this last should particularly be noted, for having a fairly pointed toe and being of combination measurement is in great favor today. The Cuban covered wood heel is 1⅞ inches high. Every item of patterning and construction mark this as a distinctly high grade shoe ordinarily priced at about $10.00.

Made in C, D, E widths. Sizes 3 to 9, with half sizes. Deposit on this style, $1.25.

No. 21
Price..... $7.50

THIS is a high grade center buckle one strap for general wear. It is made of rich coco kid with ring lizard and silk kid trimming as shown. As you will notice, this is made on our fashionable narrow toed last so popular in the better grade of footwear. The heel is covered Cuban wood 1⅞ inches high.

Made in A width, sizes 5 to 8; B width, sizes 4 to 9; C and D widths, sizes 3 to 9, with half sizes. Deposit on this shoe, $1.25.

No. 24
Price..... $7.65

DULL gunmetal kid is a very stylish leather for Fall and Winter. Here you find this beautiful leather made into a gored pump with contrasting appliques on buckle as shown. Being made on our narrow toed last and carrying a 1⅞-inch Cuban covered wood heel you have a pump suitable for wear on practically any occasion. The buckle on this is not firm and rigid and, therefore, goloshes can be worn over it.

Made in A width, sizes 5 to 8; B width, sizes 4 to 9; C and D widths, sizes 3 to 9, with half sizes. Deposit on this style, $1.25.

No. 18
Price..... $7.50

I REPRESENT the style trend toward petite, square-toed footwear—and, I believe, represent it well, for my calfskin leather with trout print tongue and underlay is the season's most popular tan.

Made in C and D widths, sizes 3 to 9, with half sizes. Two-inch calf covered heel. Best oak leather soles, insoles and counters. Deposit on this shoe, $1.25.

No. 104
Price..... $6.95

FRANKLY we are disappointed in the illustration of this shoe—it does not do the shoe justice. But like folks, I suppose some picture well and others not so well. Actually this is a very, very neat shoe. It is designed for street wear after the English manner in walking shoes. The upper is of tan calfskin with light colored calf tongue, inserts and trimmings. It is of Goodyear Welt Construction with the best of leather soles, has the built-in steel arch and has a 1½-inch leather heel.

Made in C, D, and E widths. Sizes 3 to 9, with half sizes. Deposit on this shoe, $1.25.

No. 26
Price **$7.85**

THIS company recognizes the fact that some women are larger than others. We see nothing wrong in this and think it is natural as nature itself. However, we do not see why some women should be penalized and this style is our supreme effort to supply larger women with the style wanted together with the comfort needed.

This shoe is of Genuine Goodyear Welt Construction with reinforced arch of steel. It is made on a wide, roomy last but finished off into a stylish shape. It is of soft, pliable black kid, has the best of leather soles and has a solid leather heel two inches high.

Made in EEE width only. Sizes 3 to 10, with half sizes. Deposit on this shoe, $1.00.

No. 108
Price **$5.95**

HERE is a little two eyelet tie you can easily fall in love with. It is made of two tone combination tan and brown calf in an attractive design and finish. It has a 1¾-inch covered Cuban heel. Is made on a square toed last, has kid leather lining and is of very fine quality throughout. *Made in C and D widths. Sizes 3 to 9, with half sizes. Deposit on this shoe, $1.25.*

No. 20
Price **$7.75**

OF COURSE, you've always expected to meet somebody like me. Now here I am. I'm that funny little shoe you've always wanted but nobody made for you.

A broad square toe that lets the foot come well forward, creating a perfectly delicious deception as to size. I am a dandy shoe for "High School" daughters and their young-looking mothers.

Take my other good points. I am of black patent leather, built with a little black kid for my strap and trimming. Beneath the strap there is goring to hold me snug, this keeps my silver buckle always centered on the foot.

Then my heel—it is 1 6/8 inches high, covered with patent and is of the most interesting design, being of hexagon shape.

Oh, I know you'll like me—and I'll be serviceable, too.

Made in C, D, and E widths. Sizes 3 to 9, with half sizes. Deposit on this shoe, $1.25.

No. 14—Black Patent
Price **$7.25**

THIS is a square toed center buckle one strap of rich chocolate colored kid leather, trimmed and interlaced with rose blush calfskin. It carries a 1¾-inch finished Cuban heel, has choice quality soles and other materials. This last is particularly demanded by girls and younger women.

Made in C and D widths. Sizes 3 to 8½, with half sizes. Deposit on this shoe, $1.00.

No. 110
Price..... $5.95

HERE you find the same soft rich chocolate colored kid in a center buckle one strap and offering the high spike heel. The shape of the last together with the 2⅝-inch finished heel makes this a very dressy style and one which will help the appearance of any foot.

Made in C and D widths. Sizes 3 to 8½, with half sizes. Deposit on this shoe, $1.00.

No. 192
Price..... $5.95

No. 46
Price $6.35

I TRY not to be snobbish—however, I am so rich and aristocratic and am so popular that I am accused of being superior. But dull black kid is like that, it is so soft and modish that folks seem to expect only beauty, whereas in reality, I am as serviceable as many less delicate leathers.

By way of adornment I use only a black grained applique—this touch is true art, for it is so delicately handled.

My heel is 2⅜ inches high, covered with black kid. The soles, insoles and counters are of the best solid leather.

A beautiful creation, not cheap of course, but assuredly modestly priced, everything considered.

Made in B, C, and D widths. Sizes 3 to 8½, with half sizes. Deposit on this shoe, $1.00.

SHOE designers do get many good ideas—this is one of them. It is a medium Cuban heel one strap of dull black kid on a very stylish last and with such characteristics is naturally a shoe in great demand. Into this severely plain shoe the designer has introduced a pattern of perforations which act as trimming for the vamp. It is difficult to show just how neat the result it, but we know you will be proud to own such a pair of shoes. The heel is 1¾-inch finished Cuban.

It is made in A width, sizes 5 to 8; B width, sizes 4 to 8½; C and D widths, sizes 3 to 8½, with half sizes. Deposit on this shoe, $1.00.

No. 193
Price $5.95

SOME will look at me and say, "Just another plain one-strap pattern"—and of course they will be correct as that is what I am. However, it should be remembered that I am a good one; and that I am the most popular style ever created year in and year out.

Made in A width, sizes 5 to 8. B width, sizes 4 to 8½. C and D widths, sizes 3 to 8½. 1 6/8 covered heel. Fine outsoles and materials. Fancy buckle. Fully lined. Deposit on this shoe, 75 cents.

No. 40
Price..... $4.95

THIS popular square toed little style will delight any girl or young woman. It is made of dull gunmetal calfskin with a center buckle one strap and having a medium heel 1¾ inches high covered Cuban. These dull finished leathers are certain to be very popular this season.

Made in C and D widths. Sizes 3 to 8½, with half sizes. Deposit on this style, $1.00.

No. 111
Price..... $5.75

THIS is one of the richest looking novelties we have seen in a long time. The principal part of the shoe is made of black and white ring lizard calf with dull calfskin trimming. It is made on a center buckle one strap pattern and has a 2-inch finished heel. These upper leathers offer a striking contrast and this shoe is bound to be popular among women who enjoy wearing something a little different.

Made in B width. Sizes 4 to 8½; C and D widths, sizes 3 to 8½, with half sizes. Deposit on this style, $1.00.

No. 195
Price..... $6.50

CUT-OUT tie oxfords have a vogue all of their own during the Fall and Winter. This one we feel is slightly different and offers quite a few improvements to what you have been accustomed to. It is made of dull black calfskin with a 2-inch leather covered Cuban heel. It is made on a combination last with a medium narrow toe.

Made in C and D widths. Sizes 3 to 9, with half sizes. Deposit on this style, $1.00.

No. 194
Price..... $6.50

We Pay the Postage on These Styles

I OFFER you the comfort of soft black glazed kid leather; the style of a dainty one-strap pattern with the popular side buckle; and the practical 1⅝-inch leather heel. A slightly contrasting note is offered in that the strap is of black lizard. The arch support feature and the general quality of upper and sole leathers assure you of satisfaction.

Made in C, and D widths. Sizes 3 to 8½, with half sizes. Deposit on this shoe, $1.00.

No. 118
Price **$5.75**

HERE is a dressy patent leather arch support shoe for $5.65—and it's a good one, too. The patent is good, the soles are stout, the workmanship on the fancy cut-out design is very fine. All edges are carefully bound. The heel is 1⅝-inches high of leather, including the rubber toplift. It not only is a bargain—it is a good shoe and will please you greatly.

Made in C, and D widths. Sizes 3 to 8, with half sizes. Deposit on this shoe, $1.00.

No. 105
Price **$5.65**

THIS is a very attractive patent leather style. It has one narrow strap with side, easy to adjust buckle. The cut-outs are underlaid with light blue calf.
It has a 1¾-inch covered Cuban heel, choice outsoles and is fully lined.

Made in D width only. Sizes 3 to 8, with half sizes. Deposit on this shoe, 50 cents.

No. 122
Price **$3.95**

THIS is a very snappy style for spring and summer wear. It is made on a blunt round toe last of good quality black patent leather with an intricate cut-out design. The cut-outs are underlaid with light beige colored leather. This shoe has a narrow one strap with easy to adjust side buckle, is fully lined and has a 2⅜-inch covered spike heel. Outsoles, insoles, etc., are of choice quality and this makes a startling offer.

Made in D width only. Sizes 3 to 8, with half sizes. Deposit on this shoe, 50 cents.

No. 123
Price **$3.95**

THESE two shoes are of the corrective type having built-in arch supports and a design for general wear. Offered in either black kid or chocolate kid these styles are designed for women who want comfort and service as well as stylish patterns. These have a medium leather heel 1⅝ inches high including rubber top lift. They are built on a common sense last, giving ample room through the ball of the foot. The soles, upper leather and general workmanship mark them as shoes customarily priced at several dollars more.

Made in D width. Sizes 3 to 8, with half sizes. Deposit on these styles, 50 cents.

No. 197—Tan
Price..... $3.95

No. 196—Black
Price..... $3.95

THIS is a very striking novelty popular among girls and young women. It is built on a square toed last of black gunmetal leather and the entire vamp and quarter are perforated. These fasten with a silk bow having a 1¾-inch covered heel, and for shoes of such quality are very modestly priced.

Made in D width. Sizes 3 to 8, with half sizes. Deposit on this style, 50 cents.

No. 198
Price..... $4.25

THIS is a popular priced four-eyelet tie oxford for Fall and Winter wear. It is made of black calfskin on a square toed last, carries a 1⅞-inch high Cuban heel and is of Genuine Goodyear Welt construction. It has choice quality out-soles, insoles and counters and is fully lined.

Made in C and D widths. Sizes 3 to 8, with half sizes. Deposit on this style, $1.00.

No. 199
Price..... $5.45

PLAIN black patent leather pumps are always in style. The medium short vamp last with rounded toe on which this style is made makes it doubly attractive. The pump is offered with a 1¾-inch Cuban heel. The leather is of high quality, with choice oak leather soles, leather and canvas linings and covered heels.

Made in B width. Sizes 4 to 8½; C and D widths, sizes 3 to 8½, with half sizes. Deposit on this style, $1.00.

No. 11
Price **$4.95**

THERE's a smile for every cut-out for you in this shoe—and it's full of cut-outs. It is a 5-eyelet tie pattern, made of patent leather, with an intriguing design. It carries a 2½-inch covered spike heel, has choice leather sole and contains the best of materials throughout.

Made in D width. Sizes 3 to 8, with half sizes. Deposit on this style, 50 cents.

No. 72
Price **$4.25**

You will like this rich looking Theo tie. It is made of black patent leather with futuristic platinum front leather vamp underlay. This vamp design lends just the correct note of contrast without being the least bit gaudy.

It has a 2½-inch covered spike heel, fine quality soles, lining and trimmings. It is attractive both in price and appearance.

Made in D width. Sizes 3 to 8, with half sizes. Deposit on this shoe, 50 cents.

No. 71
Price $4.25

Whoopee, say the girls—Whoopee, says the shoe designer, and turns out the neatest pump imaginable. The vamp and quarter are of gray Watersnake calf, which is mottled gray and black combination. Over this there is a patent leather applique at vamp and counter pocket. Made with covered patent leather heel 1 6/8-inch high, best oak soles, linings, etc.

Made in C and D widths. Sizes 3 to 8½, with half sizes. Deposit on this shoe, $1.00.

No. 75
Price $5.50

Here's a fascinating little thing which, due to its short round toe last, makes the foot seem flatteringly small. It is made of Sierra brown kid, with 3-eyelet side lace, and has a contrasting Prado brown kid wing tip, covered heel and counter pocket. It carries a 2⅝-inch covered spike heel, has single leather sole and is made by a brand new process, being without stitches or tacks for holding upper and sole together.

Made in C and D widths. Sizes 3 to 8½, with half sizes. Deposit on this shoe, $1.00.

No. 79
Price $6.25

HERE'S a very nice little sport thing and at a very, very modest price. It is of two tones of tan upper leather and having cut-out designs on the saddle. It has a perfectly plain toe and is fully lined.
The sole and heel are both of crepe. This is natural rubber and is soft and spongy.
It looks well with any sport outfit and is very practical for playing golf.

Made in D width only. Sizes 3 to 8, with half sizes. Deposit on this shoe, 50 cents.

No. 101
Price..... $3.95

THIS women's sport shoe is of black and white calfskin combination. It has a thick crepe, or very spongy rubber sole. It is made by the Stitchdown Process, the shoe, therefore, is extremely light and so flexible and soft that it can be bent double with one hand. These shoes are very smart and we are able to offer them at a phenomenally low price.

Made in D width only. Sizes 3 to 8, with half sizes. Deposit on this style, 50 cents.

No. 45
Price..... $3.95

HERE is a pure all white shoe of choice kid leather having a narrow one strap with center buckle, a 1⅞-inch covered Cuban heel and having a choice leather sole. This shoe is made by the Genuine Goodyear Welt process, has a built-in arch support and is attractive from both the standpoint of appearance and quality wherever an all white shoe is wanted.

Made in C and D widths. Sizes 3 to 8½, with half sizes. Deposit on this shoe, $1.00.

No. 120 Price..... $6.85

We Pay the Postage on This Style

Very Soft and Flexible

A LADIES' oxford of rare comfort and flexibility—soft, roomy, and very light in weight.

For housework or any general wear, other than dress, these oxfords are just "The Thing."

They require "no breaking in" for even when new they can be bent double with just the pressure of the fingers.

They are made of brown golden elk with plain toe and have a blind box toe to hold the shape. Made by the Stitchdown process, you have the softest and most flexible shoe possible. The sole is of flexible leather and they have a low rubber heel.

That they are low priced is your good fortune rather than any reflection on the quality, as they would still be bargains at several dollars more.

Made in E width only. Sizes 2½ to 9, with half sizes. Deposit on this shoe, 50 cents.

No. 703
Price **$3.35**

You will find these styles better than any "comfort" shoes you have ever worn. The upper is made of only two pieces making them free of seams which could bother the feet. The leather is black glazed kid, as soft as the softest gloves.

The sole is flexible leather sewed by the genuine Goodyear Welt process. The heel is medium height measuring 1½ inches including the rubber top lift. They are made with a perfectly plain, soft toe and are fully lined.

Both styles have the built-in steel arch. They should really be worn to be appreciated as then it is readily seen that the extra comfort in our last, and the extra service due to better materials and workmanship make them worth more than any other comfort shoes made.

Made in C, D, E, and EE widths. Sizes 2½ to 9, with half sizes. Deposit on these shoes, $1.00.

Built-in Steel Arch

No. 844—8-inch Price **$5.95**

No. 842—Oxford Price **$5.35**

This 8-inch women's shoe, No. 831, is made in E width only. Sizes 2½ to 9, with half sizes. Deposit on this shoe, $1.00.

This women's oxford, No. 830, is made in D and EE widths. Sizes 2½ to 9, with half sizes. Deposit on this shoe, $1.00.

You have no doubt found securing work and sport footwear a difficult task. Women have become accustomed to such stylish dress shoes that it is hard to forsake the fancy things even where extreme comfort and ruggedness are required.

We realize this and at times have tried to meet the desire for fancy boots only to find you didn't like them after you had bought them.

These styles then are plain, light golden elk leather of extreme softness—but they are stout. They can stand anything your physique can. The soles are of oak leather and will stand hard wear. They are made on our special ladies' sport last which is designed for roominess and comfort, yet is not a whit unsightly.

They can be cleaned easily, they are of Goodyear Welt construction and can be repaired without trouble if the time ever comes that they need it. These then are our recommendations to you, they are what we know you'd want if you knew as much about them as we do.

This women's 15-inch boot, No. 832, is made in E width only. Sizes 2½ to 9, with half sizes, and is built to fit any calf measuring up to 13½ inches around the widest part. Where the calf exceeds this our wide leg pattern, No. 832X, should be ordered. Both Nos. 832 and 832X wide leg pattern, are made with hooks for lacing. Both Nos. 832 and 832X have stormproof welt between the upper and sole. This acts like weatherstrip on a window and gives additional protection. Deposit on No. 832, $1.00; No. 832X, $1.00.

No. 830—Oxford Price..... $4.95

No. 831 8-inch Shoe Price..... $5.75

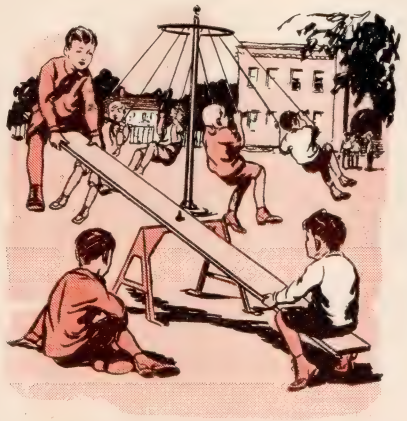
No. 832 15-inch Boot Price..... $6.95

No. 832X 15-inch Boot Price..... $7.15

Misses', Children's, Babies', Men's, Women's HOUSE SLIPPERS

WE PRIDE ourselves on our shoes for younger folks and on the three following pages we show our misses' styles. You will note that there are shoes for dress in both patent and calfskin; shoes for school and general wear.

We realize that many girls in their teens like high heeled shoes and fancy patterns and many of the styles shown in the preceding pages in our women's line will be found suitable for them. The shoes shown following, therefore, are additions to the line which we deem suitable for young girls and it will be noted that all of these styles favor the very low heels, for it is our idea that a girl should be fairly well into her teens before getting away from the roomy lasts which allow proper growth.



ON PAGE 90 we show a shoe and oxford in black calfskin and a patent leather one strap which are designed for either small girls or small boys. The shoes shown on page 91 are self-explanatory and as you can see, liberal styles, patterns and size ranges are offered. Note as you look at the illustrations on page 91, you will see that most of them have the low anti-trip rubber heel. Where any of these styles are ordered in sizes 5½ to 8, it should be remembered that in shoes this small no heel is used. A wedge, however, is inserted between the sole and the inner sole so as to give some lift to the heel. As you come into the larger size runs, namely, 8½ to 11½ and 12 to 2, these shoes then have the anti-trip heel as described.

We ask you to read carefully our descriptions and to note particularly the wide, roomy, natural shaped lasts on which these shoes are built.

A complete assortment of babies' shoes will be found on page 92.

HARD pavements and the intense hustle and bustle of the day have caused a tremendous increase in the use of the slippers and comfort shoes, and at the close of the work day thousands of men and women have slipped into the easy, comfortable shoes such as we show on pages 93 and 94.

You will note that the women's styles shown on page 93 are intended and built largely for house wear or for general wear where a shoe of the comfort type is wanted. These shoes are all made on a wide, roomy last designed 100 per cent for comfort.

We ask you to read carefully the descriptions of the bedroom slippers shown on page 94. Through our method of sale we are able to sell you high quality slippers at just about half the price ordinarily charged.

THIS is another attractive style offered in sizes from young ladies' up to women's. These are made of black patent leather on a square toed last with a silver underlay at the cut-outs. In the women's sizes the heel is 1⅛ inches high of the leather covered Cuban type. In the girls' sizes the heel is one inch high.

Made in D width only. Deposit on these shoes, 50 cents.

No. 190
Price **$3.75**
Sizes 2½ to 7, with half sizes.

No. 191
Price **$3.50**
Sizes 12½ to 2, with half sizes.

WE ARE almost a family in ourselves for we represent all ages from little school girls to really grown-up ladies. For the two size runs for little girls we have the low heel, in the larger run, which are for girls and ladies, we have the Cuban heel.

Made in gun-metal calf, open throat, 4-eyelet tie, choice leather soles, rubber heels and fully lined. They are of genuine Goodyear Welt construction.

Made in wide widths only. Deposit on these shoes, 50 cents.

No. 30
Price **$3.48**
Sizes 8½ to 12.

No. 31
Price **$3.88**
Sizes 12½ to 2.

No. 32
Price **$4.28**
Sizes 2½ to 7.

★

You will be delighted in these welt sport and street shoes. They are faithfully pictured and show the relative contrasts. Primarily they are of co-ed type having a fairly broad square toe and low military heels. These styles are of Goodyear Welt construction with leather soles and rubber heels. No. 861 is tan calf with dark calf trimming. No. 862 is black calf with pebbled black calf trimming.

They are very stout and strong and will stand much more wear than the fancier types you have been wearing.

Made in D width only. Sizes 1 to 8, with half sizes. Deposit on these shoes, 50 cents.

No. 861—Tan
Price **$4.60**

No. 862—Black
Price **$4.60**

Young Girls' Hi-Cut

This little boot is a 10-inch pattern made of light golden brown elk. It is of Goodyear Welt construction, has a fine oak leather sole, a rubber heel and, as will be noted, is trimmed with a moccasin stitch. Campfire girls particularly will want this high-cut for their hiking and camping trips and any little girl will find plenty of use for it and enjoyment in it.

Made in wide widths only. Sizes 12 to 2, with half sizes. Deposit on this shoe, 50 cents.

No. 860
Price **$4.75**

You may be searching for something which will last your children a little longer than ordinary shoes.

These, being made by the Genuine Goodyear Welt process, are so constructed that when the outer sole is worn new soles can be put on without the use of nails. They can be procured in black calfskin, beautiful in texture but very rugged. The soles are of special chrome retan leather noted for its wear. They are fully lined, have plain toe and anti-trip rubber heels.

Both the shoe and the oxford are made for girls and boys and small girls and boys, the range of sizes being shown in connection with each stock number. *The deposits on these shoes are: Sizes 8 to 11½, 35 cents; sizes 12 to 2, 50 cents.*

No. 370
Black Oxford
Price **$3.25**
Sizes 8 to 11½.

No. 372
Black Shoe
Price **$3.50**
Sizes 8 to 11½.

No. 371
Black Oxford
Price **$3.50**
Sizes 12 to 2.

No. 373
Black Shoe
Price **$3.85**
Sizes 12 to 2.

THIS is a black patent leather Stitchdown sandal having perforations around the shoe as shown and being made with a long wearing leather sole and a rubber heel. Around the entire shoe are three rows of perforations. It fastens by a lace drawn through three eyelets. Being of Stitchdown construction this shoe is extremely light and is practically as flexible as a bedroom slipper.

Made in E width only. Sizes 2½ to 8, with half sizes. Deposit on this shoe, 35 cents.

No. 763
Price **$2.95**

HERE is a fine little child's patent leather one strap, ideal for spring and summer wear. It is of Stitchdown welt construction and is extremely soft and flexible for young feet. The sole is the storm proof retan leather. This sole is explained on page 51 and it will surprise you with the amount of wear which it gives. These shoes have a low anti-trip rubber heel, are fully lined and are made on a wide last which absolutely insures your child having the proper room to grow and exercise the muscles. *Deposits on these shoes are: Sizes 5½ to 8, 25 cents; sizes 8½ to 11½, 35 cents; sizes 12 to 2, 50 cents.*

No. 706
Price **$2.30**
Sizes 5½ to 8.

No. 707
Price **$2.70**
Sizes 8½ to 11½.

No. 708
Price **$3.00**
Sizes 12 to 2.

This is a dressy patent leather oxford of stitchdown welt construction. Offered in three size ranges as shown by the stock number below. These have the Stormproof Sole which will cut your shoe bills. They have low anti-trip rubber heels, are fully lined and are built on a famous Health Last for children.

The Stormproof Sole

This sole is a special leather tannage for children. In children's shoes a manufacturer cannot use a thick, heavy sole, yet a light sole will not give sufficient wear. This sole therefore solves the problem. It is of a weight which is not a burden to the child, yet by tanning it by two different methods, wear equal to a sole of twice its thickness is imparted. This sole is the surest way to cut your children's shoe bill which so far has been discovered.

This is a clever two-tone sport combination for small children. It is made of tan calf and smoked elk and is made by the stitchdown welt construction, making it extremely light and flexible. It has the Stormproof Sole and is as rugged as should be made for such young, tender feet. It has an anti-trip rubber heel.

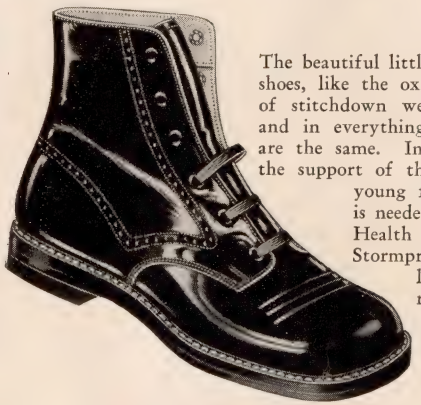
No. 738
Sizes 5½ to 8
Price $2.20
Deposit ..... .25
Bal. C. O. D...$1.95

No. 737 ★
Sizes 8½ to 11½
Price $2.60
Deposit ..... .30
Bal. C. O. D...$2.30

No. 736
Sizes 12 to 2
Price $2.90
Deposit ..... .35
Bal. C. O. D...$2.55

No. 742
Sizes 8½ to 11½
Price $2.35
Deposit ..... .25
Bal. C. O. D.....$2.10

No. 743
Sizes 12 to 2
Price $2.75
Deposit ..... .35
Balance C. O. D.....$2.40



The beautiful little patent leather shoes, like the oxfords above are of stitchdown welt construction and in everything except height are the same. In these you get the support of the shoe for the young foot where this is needed. Built on the Health Last with the Stormproof Sole and low anti-trip rubber heel.

These are the longest wearing children's shoes which we can build. The uppers are of golden Elk. The soles are of brown rubber composition which will not mark the floor. They have a low anti-trip rubber heel. The soles are double stitched for additional strength. Each are made in three distinct size ranges as set forth below:

No. 709—Shoe
Sizes 5½ to 8
Price $2.30
Deposit ..... .25
Bal. C. O. D..$2.05

No. 710—Shoe
Sizes 8½ to 11½
Price $2.60
Deposit ..... .30
Bal. C. O. D..$2.30

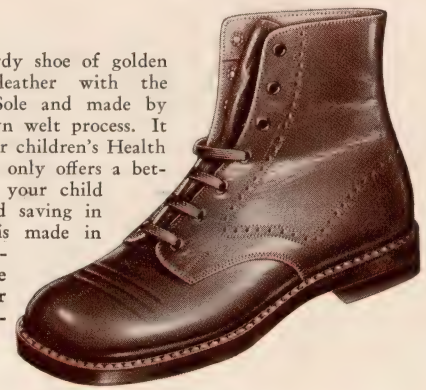
No. 711—Shoe
Sizes 12 to 2
Price $2.90
Deposit ..... .35
Bal. C. O. D..$2.55

No. 712—Oxford
Sizes 5½ to 8
Price $2.15
Deposit ..... .25
Bal. C. O. D..$1.90

No. 713—Oxford ★
Sizes 8½ to 11½
Price $2.50
Deposit ..... .30
Bal. C. O. D..$2.20

No. 714—Oxford
Sizes 12 to 2
Price $2.75
Deposit ..... .35
Bal. C. O. D..$2.40

Here's a sturdy shoe of golden elk upper leather with the Stormproof Sole and made by the stitchdown welt process. It is built on our children's Health Last. It not only offers a better shoe for your child but a decided saving in money. It is made in three complete size ranges for your accommodation.



No. 741
Sizes 5½ to 8
Price $2.35
Deposit ..... .25
Bal. C. O. D...$2.10

No. 740
Sizes 8½ to 11½
Price $2.70
Deposit ..... .30
Bal. C. O. D...$2.40

No. 739
Sizes 12 to 2
Price $3.00
Deposit ..... .35
Bal. C. O. D...$2.65

No. 735
Size 5½ to 8
Price $2.35
Deposit ..... .25
Bal. C. O. D..$2.10

No. 734
Sizes 8½ to 11½
Price $2.70
Deposit ..... .30
Bal. C. O. D..$2.40

No. 733
Sizes 12 to 2
Price $2.95
Deposit ..... .35
Bal. C. O. D..$2.60

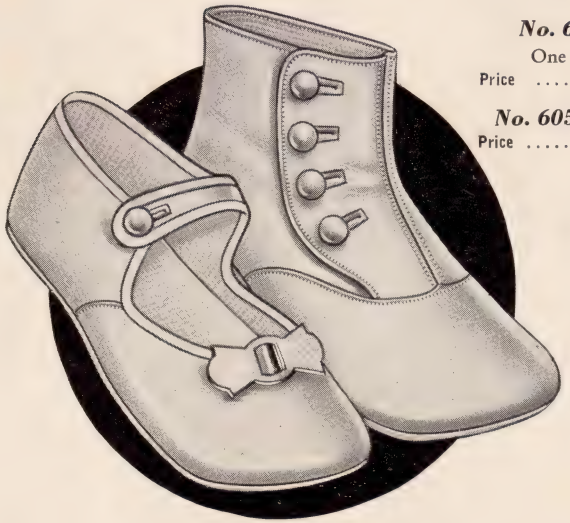
"First Steps." That is what shoes in these sizes are called. Think what "first steps" mean—babies—just starting life—young feet—tender feet mayhaps the feet of a President. We would indeed be callous manufacturers to disregard the importance of making those shoes "right." We know what "first steps" mean. We know that in these, those first steps will be taken properly. As far as the shoes are concerned, given a chance we will bring your child through babyhood with feet like nature intended.

No. 727—Patent Leather
No. 728—Golden Elk
Sizes 2 to 5
Price $1.60
Deposit ..... .15
Balance C. O. D...$1.45

Like the "first step" shoes, these "first step" oxfords are "right." They too are stitchdown welts on a special babies' last and have flexible leather soles and slight wedge heels. These two little styles are both Patent leather of pretty design. Made in either the one-strap or blucher tie, fully lined. They cost less than shoes of equal quality any place else and in addition you have the satisfaction of knowing that the folks who made them were thinking of "baby feet" rather than "just a pair of shoes." But you don't pay extra for it.

Price $1.45
Deposit ..... .15
Balance C. O. D...$1.30

No. 725—Patent 1 Strap
No. 726—Patent Oxford
Sizes 2 to 5



No. 604—
One strap
Price .....$ .60

No. 605—Shoe
Price .....$ .65

THIS white kid baby's shoe is offered in either the shoe or one-strap. Both have semi-soft chrome leather soles and both are fully lined. Soft, neat and very moderately priced.

Made in sizes 0 to 4. Deposit on these shoes, 10 cents.

No. 600
Price .....$ .85

THIS is a very clever patented baby shoe. It is made of white kid and due to its construction is very easy to put on and off. It is secured on the foot by a ribbon lace. It has soft white kid sole, toe decoration and is fully lined.

Made in sizes 0 to 4. Deposit on this shoe, 10 cents.

No. 601—
One strap
Price .....$ .75

No. 602—Shoe
Price .....$ .85

TWO dressy little styles made in white kid, with white buttons, soft white kid soles and decorative silver tip underlays.

Made in sizes 0 to 4. Deposit on these styles, 10 cents.

No. 603
Price .....$ .85

THIS is a baby's shoe in smoked elk leather which will not soil easily. It has soft elk leather sole, is unlined, has decorative stitching, and soft stitched eyelets which cannot hurt even if chewed on.

Made in sizes 0 to 4. Deposit on this shoe, 10 cents.

No. 606—
One strap
Price .....$ .60

No. 607—Shoe
Price .....$ .65

IN THE one-strap the leather is black patent leather with silver underlay on bow. The shoe is patent leather with light colored top. Both have semi-soft leather soles and are fully lined.

Made in sizes 0 to 4. Deposit on these shoes, 10 cents.

No. 608
Price .....$ .65

THIS is an all black kid leather shoe with white stitching and white buttons. It is fully lined, and has semi-soft sole.

Made in sizes 0 to 4. Deposit on this shoe, 10 cents.

Two Men's Leather Sole Slippers

No. 753 ★

No. 752.

You should have something comfortable to wear around the house as the feet require rest and relaxation as well as any other part of the body. This Romeo house slipper is made by the stitch-down process and is extremely flexible. It is made of soft, dark brown kid leather, has leather sole and rubber heel and has goring at the sides to hold it on the foot. It is nice looking and unusually comfortable. Still another point about it is that it is lower in price than the same shoe sold any place else.

Made in E width only. Sizes 5 to 11, with half sizes. Deposit on this slipper, 25 cents.

This is another type of house slipper and one which is always in great, popular demand. The upper is of soft, dark brown kid leather. The soles are of leather and the heel is rubber.

Note the great saving you make by purchasing from us.

Made in E width only. Sizes 5 to 11, with half sizes. Deposit on this slipper, 15 cents.

No. 753 Price ..... $1.98 **No. 752 Price $2.00**

This one strap is made of black kid and has a leather sole. It has a low heel with rubber top lift, full canvas lining.

Made in E width only, sizes 3½ to 9, with half sizes. Deposit on this shoe, 25 cents.

No. 765 Price $1.98

This comfort shoe is made of black patent leather with leather sole, has the built-in steel arch support and a 1⅝ inch high leather heel including rubber top lift. It is a pump pattern having two gore insertions to hold it on the foot.

Made in E width only, sizes 3½ to 9, with half sizes. Deposit on this shoe, 25 cents.

No. 764 Price $2.25

You ladies will find this slipper an unusually comfortable thing for house wear. It is of soft black kid and has goring at the sides to hold it on the foot. The cut-out pattern in front gives an attractive touch to this otherwise plain, simple slipper.

These have a leather sole and a rubber heel. Another beautiful feature of this slipper is its remarkable low selling price

Made in E width only. Sizes 3½ to 9, with half sizes. Deposit on this slipper, 25 cents.

No. 704 Price $2.25

This is a women's lace house slipper like the gored house slipper. It also is made of nice soft black kid leather on a wide comfortable last. It is far from a fancy shoe, but it has just enough style to make it attractive as well as comfortable. The sole is of leather and the medium low heel has a rubber top lift.

Made in E width only. Sizes 3½ to 9, with half sizes. Deposit on this slipper, 25 cents.

No. 705 Price $2.25

Ladies' Juliet Slipper

This Juliet makes a fine house shoe. It affords height yet is very easy to put on and off. Ours is made of nice black kid leather which is very soft. It has an oak leather sole, medium height heel with rubber top lift and is fully lined.

The goring at the sides is of good quality to retain its elasticity. Quality considered they are very low priced.

Made in E width only. Sizes 2½ to 9, with half sizes. Deposit on this slipper, 25 cents.

No. 758 Price $2.25

Ladies' Boudoir Slippers

BEDROOM slippers of quilted satin with soft leather soles and covered heels are now very popular. Ours are offered in a light blue shade, known as Copenhagen, and a delicate old Rose color. They have quilted satin insoles, soft leather soles and a rosette side decoration.

Made in sizes 4 to 9. No half sizes. Deposit on this slipper, 25 cents.

No. 781 Price.. $2.15 *Blue*

No. 782 Price.. $2.15 *Rose*

THESE are the happy aristocrats of the slipper family—black satin mules. They are of genuine satin, with satin covered wood heels, soft leather soles and lined either in blue or rose. The ostrich pom-pon is either rose and black or blue and black to harmonize with the lining.

Made in sizes 4 to 9. No half sizes. Deposit on this slipper, 25 cents.

No. 783 Price.. $2.15 *Blue*

No. 784 Price.. $2.15 *Rose*

THIS is the largest selling slipper for all-around beauty, comfort and utility. It is made of kid leather in a vivid shade of red. It has a covered medium height heel, soft leather sole, quilted insole and is fully lined. In this quality this slipper usually sells for from $1 to $2 more.

Made in sizes 4 to 9. No half sizes. Deposit on this slipper, 25 cents.

No. 785 Price.. $2.25

WHERE a knock-about leather slipper is wanted at small cost we recommend this genuine leather with soft leather sole and low, soft heel. It is made only in a dark blue color, is fully lined with red felt and has an attractive front rosette in combination red and blue.

Made in sizes 4 to 9. No half sizes. Deposit on this slipper, 10 cents.

No. 786 Price..... 98c

THIS is the height of comfort for a women's boudoir slipper. It is made of genuine soft kid leather and may be had in either black, red or blue. It has a soft sole with very low heel. Is very easy to slip on and off and is fully lined.

Is made in sizes 4 to 9, with no half sizes. Deposit on these slippers is 25 cents.

No. 796 Price..... $1.89 *Black*

No. 797 Price..... $1.89 *Red*

No. 798 Price..... $1.89 *Blue*

THIS type is offered in both men's and boys' and is made of chocolate elk leather. They have soft leather soles, and low soft heels. The insole is felt covered. They are cut fairly high to afford lots of protection and are reinforced around top to help hold them in shape.

No half sizes. Deposit on No. 789, 25 cents; No. 790, 25 cents.

No. 789 Price..... $2.15 *Men's sizes 6 to 11.*

No. 790 Price..... $1.75 *Boys' sizes 1 to 5.*

Glenloch Hose

GLENLOCH hosiery is good. You may note that it seems somewhat low in price but we ask you to bear in mind that this low price is the natural result of our method of selling and the principle under which we operate. Our guarantee is liberal as might be expected of any high grade merchandise.

In view of the fact that we prepay the postage, insurance, C. O. D. fee, etc., it is necessary that you order not less than three pair of hose unless hosiery is ordered at the same time to be shipped with other items shown in this catalog. In cases where other items are ordered you may purchase as small as one pair of hose and the price of the hose remains the same whether one pair or a dozen are ordered.

As the hose comes to you it is of the stated quality and has been inspected against imperfections and with ordinary care you will be more than pleased with its service.

Feeling that it is to your interest as well as ours to have the hose give service we give herewith a few vital hints on its correct care:

PUTTING ON

Keep the toe nails short and smooth. Roll the stocking down to the heel and put on the foot first. Then gently draw the rest of the stocking up over the leg. In case the foot and leg are moist or damp a little talcum will help the stocking slip on easily. Too strenuous pulling on the stocking often will cause a pulled or broken thread.

ATTACHING GARTER

With silk stockings the supporter should be fastened in the hem or welt at the top of the hose—never below. Also fasten garters at the side rather than in front. This will reduce strain over the knee when the leg is bent. More runs start from garters than any other cause and it pays to watch this point.

STOPPING RUNS

Often there are times when a run starts in a stocking when being worn and they can not be taken off for the run to be mended. In such a predicament the run may be stopped temporarily by taking a little soap, dampening and rubbing it on the hole or broken thread. This will keep the run from becoming longer and hold till the stocking can be taken off and the run mended.

MENDING RUNS

To mend a run use a crochet hook. Insert the hook in the last loop of the run then pull the next thread of the run through the loop—put the hook through this loop and continue up the length of the run. When you come to the last loop, take a piece of thread or silk and pull this through and tie. When done neatly this will make the run look as nearly like the rest of the stocking as is possible.

WASHING

Dirt and perspiration cause a stocking to wear out very rapidly. There is acid in perspiration that attacks and weakens the silk. It is, therefore, best to wash out stockings immediately after each wearing. Use a mild, flake soap in luke warm water. Wash the stockings gently by squeezing the water back and forth through the fabric—don't rub or scrub them. Do not use hot water.

DRYING

After washing and rinsing the stockings squeeze the water out—do not wring. Dry gently between the folds of a towel and then hang up the stockings by the toe to finish drying. Don't put them over a hot radiator and don't iron. Heat kills the life of silk and injures the color.

TO DETERMINE SIZE

You have no doubt been measured in stores by having the foot of a stocking drawn around your hand. This method is satisfactory but very hard on the hose as they are handled a great many times. Glenloch hosiery comes to you in envelopes without having been touched since being packed at the mill. Therefore, for measuring we suggest comparison with your shoe size as shown in the following schedule:

WOMEN'S

Shoe	*Hosiery*
1½ to 2	8
2½ to 3	8½
3½ to 4½	9
5 to 5½	9½
6 to 6½	10
7 to 8	10½

MEN'S

Shoe	*Hosiery*
5½ to 6	9½
6½ to 7	10
7½ to 8	10½
8½ to 9	11
9½ to 10	11½
10½ to 11½	12

Glenloch Hosiery

COLORS

Pearl Blush
Beige Clair
Afternoon
Sunbask
Duskee
Lt. Gunmetal
Gunmetal

No. 503

FOR sheer elegance we recommend this full fashioned, all silk chiffon style. Every thread from top to toe is of pure silk of fine gauge knit and has the stylish French curved heel. This Glenloch number will surprise you with its superiority.

Sizes 8½ to 10½. Deposit on this hose is 20 cents per pair.

If shoes, or other articles in the catalog, are purchased 2 or even 1 pair can be ordered, but if the order is for hosiery alone, it must be for at least 3 pair to the same address.

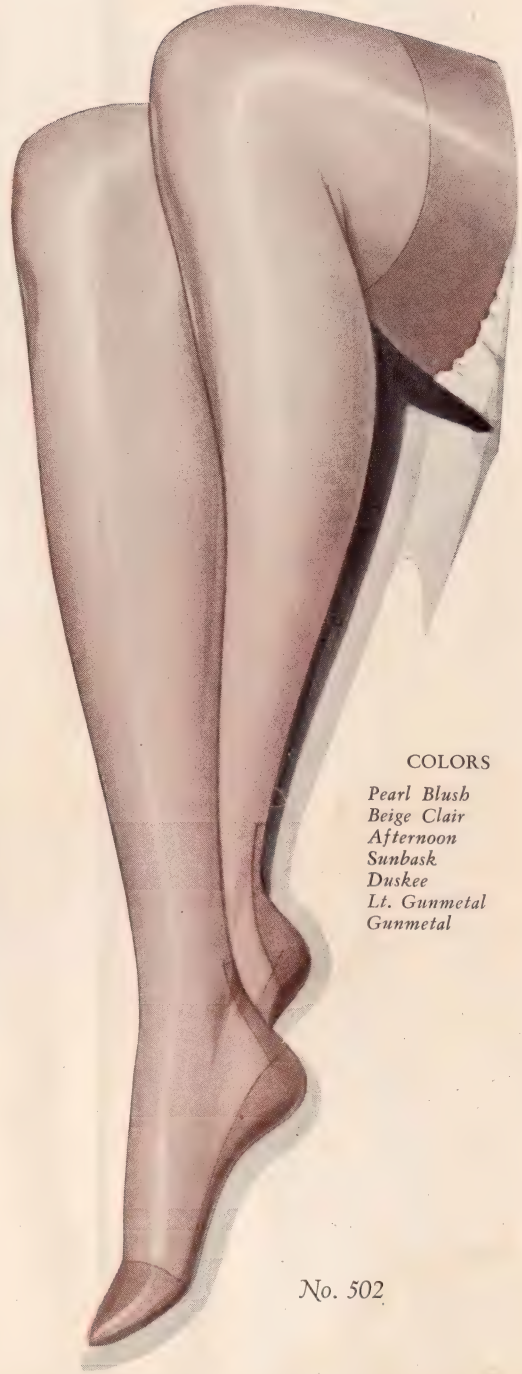
No. 503
Price, per pair..... $1.45

FOR the maximum of service with the utmost in beauty we offer our full fashioned service weight stocking. This stocking proper is of all pure silk. The garter top and the foot are reinforced mercerized to lend strength at the points of greatest wear. This stocking is made with the dainty, narrow French heel.

Sizes 8½ to 10½. Deposit on this hose is 20 cents per pair.

If shoes, or other articles in the catalog, are purchased, 2 or even 1 pair can be ordered, but if the order is for hosiery alone, it must be for at least 3 pair to the same address.

No. 502
Price, per pair..... $1.35



COLORS

Pearl Blush
Beige Clair
Afternoon
Sunbask
Duskee
Lt. Gunmetal
Gunmetal

No. 502

Glenloch Hose

A BEAUTIFUL full fashioned stocking of silk and rayon mixture. This heavy service weight is built for wear, and the woman who wants the most for her money can't go wrong when she chooses this stocking. Sizes 8½ to 10½. *Deposit on this hose is 15c per pair.*

If shoes, or other articles in the catalog, are purchased, 2 or even 1 pair can be ordered, but if the order is for hosiery alone, it must be for at least 3 pair to the same address.

No. 505
Price, per pair . $1.15

COLORS

Pearl Blush, Beige Clair, Afternoon, Sunbask, Duskee, Lt. Gunmetal, Gunmetal.

AN UNUSUAL value is offered in this stocking of silk and rayon—a combination famous for wear. It is evenly knit, of fine gauge, and has the seamed back and fashioned markings.

Sizes 8½ to 10½. Deposit on this hose is 15c per pair.

If shoes, or other articles in the catalog, are purchased, 2 or even 1 pair can be ordered, but if the order is for hosiery alone, it must be for at least 3 pair to the same address.

No. 504
Price, per pair..... 85c

COLORS

Pearl Blush, Beige Clair, Afternoon, Duskee, Lt. Gunmetal, Gunmetal.

IN BOTH price and appearance this stocking offers a very unusual value. It is a fine gauge service weight, made from new delusterized rayon. This new delusterized rayon eliminates the old rayon sheen which rayon stockings formerly had. This stocking, therefore, represents all the beauty of the higher priced hose.

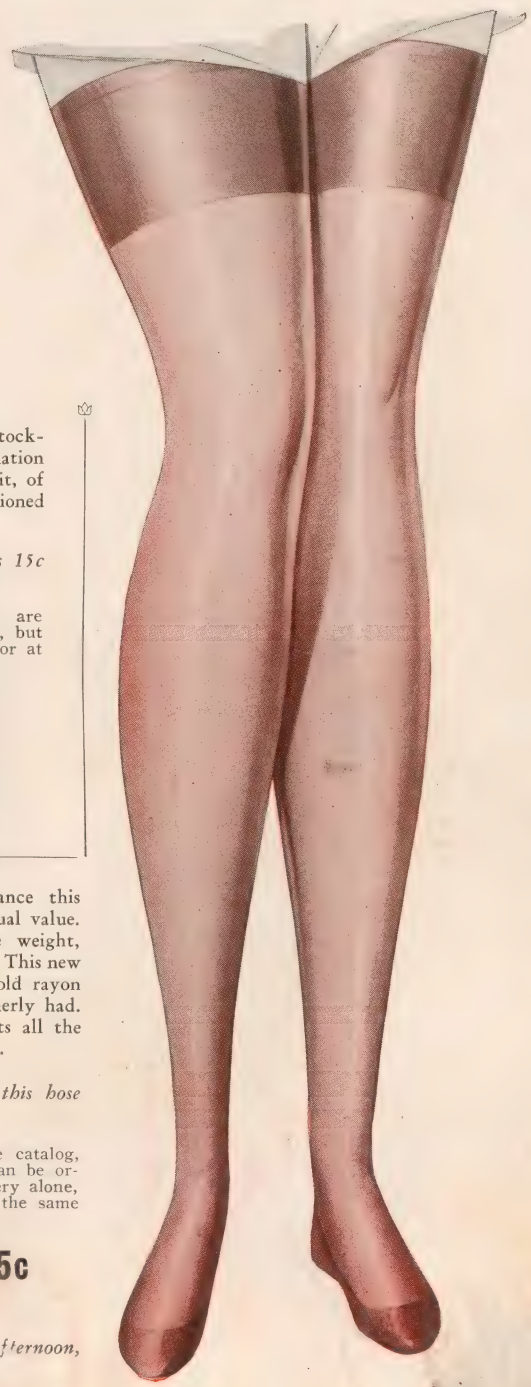
Sizes 8½ to 10½. Deposit on this hose is 7c per pair.

If shoes, or other articles in the catalog, are purchased, 2 or even 1 pair can be ordered, but if the order is for hosiery alone, it must be for at least 3 pair to the same address.

No. 500
Price, per pair..... 55c

COLORS

Pearl Blush, Beige Clair, Afternoon, Duskee, Lt. Gunmetal, Black.



Glenloch Hose

COLORS

Tan
Grey
Black

THIS men's hose is made of ten strand service weight pure thread silk with reinforced mercerized top and foot. This represents a very fine hose for men and is a normal $1.00 value.

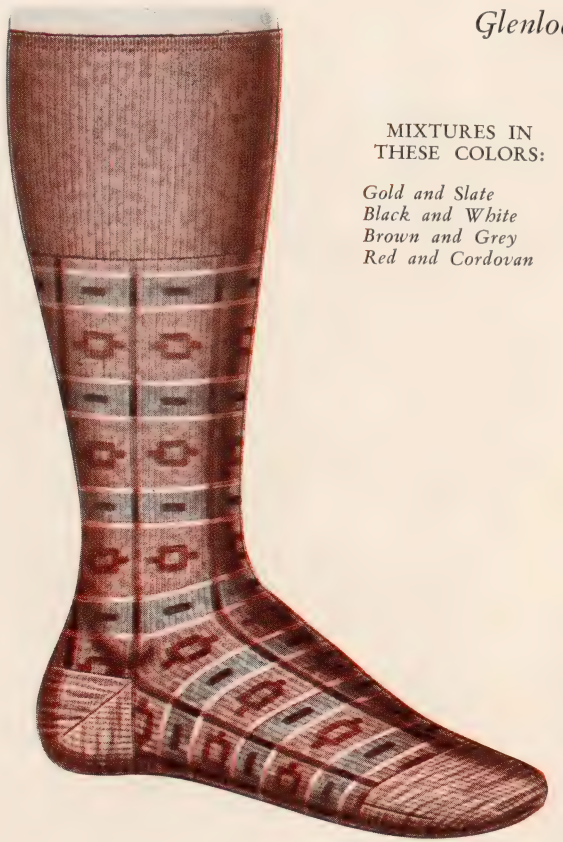
Made in sizes 9½ to 12. Deposit on this hose is 8 cents per pair.

If shoes, or other articles in the catalog, are purchased, 2 or even 1 pair can be ordered, but if the order is for hosiery alone, it must be for at least 3 pair to the same address.

No. 550
Price, per pair..... **60c**

MIXTURES IN THESE COLORS:

Gold and Slate
Black and White
Brown and Grey
Red and Cordovan



THIS men's fancy stocking is made of a mixture of rayon and cotton, with wool at heel, toe and top for warmth. The mixture of rayon and cotton produces a stocking of excellent wearing quality, and with the wool at just the right places makes a sock which is warm yet light.

Sizes 9½ to 12. Deposit on this hose is 5 cents per pair.

If shoes, or other articles in the catalog, are purchased, 2 or even 1 pair can be ordered, but if the order is for hosiery alone, it must be for at least 6 pair to the same address.

No. 553
Price, per pair..... **35c**

COLORS

Tan
Brown
Blue
Black

THIS men's fancy stocking is made of a mixture of rayon and celanese yarns. This mixture adds to the wearing qualities and makes for beautiful appearance.

Sizes 9½ to 12. Deposit on this hose is 5 cents per pair.

If shoes, or other articles in the catalog, are purchased, 2 or even 1 pair can be ordered, but if the order is for hosiery alone, it must be for at least 6 pair to the same address.

No. 551
Price, per pair..... **38c**

MIXTURES IN FOLLOWING COLORS:

Brown and Tan
Blue and White
Red and Grey
Sand and Cordovan

THIS men's fancy stocking is what we term a worsted plated sock. It is a mixture of wool, cotton and rayon, the cotton being inside for comfort and the wool and rayon outside for warmth and beautiful appearance. An elegant sock for the man who wants the most in comfort and style.

Sizes 9½ to 12. Deposit on this hose is 8 cents per pair.

If shoes, or other articles in the catalog, are purchased, 2 or even 1 pair can be ordered, but if the order is for hosiery alone, it must be for at least 3 pair to the same address.

No. 554
Price, per pair..... **60c**

RAINCOATS

There is Always Something New and Direct Selling Brings it to You First of Better Quality—at Lower Prices

IN PRESENTING our line of raincoats, slickers and rubberized clothing we want you to know that any garment you purchase is fully covered by our guarantee. We want you to know that while we manufacture and sell shoes the raincoat line is handled by "Specialists" and as much care and attention is devoted to giving you "Raincoat Service" as if raincoats were the only item of apparel we offered you.

Purposely, we are offering you a limited number of types for in that way only is our "less than two weeks old" policy possible; and we assure you that no dealer, firm or corporation in the entire United States can get raincoats in your hands as quickly and as fresh as we can.

Just a word about the garments themselves. On every men's and boys' garment all seams are sewed, strapped and cemented. This means that where two pieces are sewed together the seam is turned back on the inside and a strip, or strap, of rubberized fabric is cemented the entire length of the seam. On the ladies' and children's coat the shoulders, arms and pockets are sewed, strapped and cemented. This not only makes the garment waterproof at the seam but reinforces the sewing, making for the greatest possible durability.

Regardless of which coat you may select its color will be fast. The color will not run, fade or rub off. Still another raincoat difficulty which we have overcome is keeping the coats from sticking, cracking, peeling or hardening and you have our guarantee that these coats will be free from these difficulties.

A word about price. Raincoats like shoes, auto tires, etc., can be found at all prices. In rubber goods it seems that a great number of defectives or "seconds" are the result of the chemical action necessary. Eventually defective raincoats, like defective tires, find their way to market. They are not worth much and are sold cheap. If good, perfect raincoats were expensive, there might be good cause to buy these seconds but a glance will show you that good raincoats are very reasonable, making it useless to buy imperfect ones at the saving of only a few dimes.

The greatest protection you have against getting wet is the name of the firm which sells you your raincoat.

How to Measure Raincoats

Raincoats are remarkably easy to fit—men's and women's, it is necessary only to measure the chest or bust over ordinary clothing.

Women's coats are made in sizes, 34, 36, 38, 40, 42 and 44.

Men's coats are made in sizes 36, 38, 40, 42, 44, 46 and 48.

Children's Raincoats

Girls' coats are measured according to age, and come in the following ages, 4, 6, 8, 10, 12 and 14.

Note: Young ladies, over 14, wear ladies' garments; for example, age 16 is equivalent to size 34, age 18, equivalent to size 36, etc.

It is not necessary for the salesmen to make any allowances for roominess, extra clothing, etc. If given the correct bust measurement or age the coats will take care of all this.

"Let it Rain"

MEN'S grey mixture double breasted jersey raincoat. The material is processed in such a way so that it has a slight stretch to it. This adds to the comfort of the wearer and lessens the strain on the coat. Made in a smart appearing style, with full belt, slash pockets, and convertible collar. This combination top and raincoat is of double texture cloth, (the outside and inside being of same material), 46 inches long, and will give complete satisfaction. *Deposit on this coat, $1.25.*

No. 91
Price $7.35

WHILE this coat is in every way a raincoat, being absolutely waterproof, it looks less like a raincoat than any you have ever seen. It is a fancy grey tweed cloth, cut in a stylish pattern, and has excellent tailoring. It is lined throughout with a woven plaid flannel lining. It has a full belt, and uses dee ring fasteners on belt and sleeves. It is cut on a military pattern, and has large side pockets. Description and illustrations cannot do this coat justice. To be fully appreciated, you should see it and try it on. *Deposit on this coat, $1.25.*

No. 98
Price $7.50

Sizes 36 to 48.

Men's Dress Raincoats

OUTSIDE of coat fine quality wool fabric, in twilled weave, strong and durable. Lined with fine count serge print linings in colors to harmonize, interlined with best quality soft, pliable rubber by special process, the three forming a thoroughly weather-proof garment, combined in a stylish, full, top coat model, suitable for wear in any weather. All seams sewed, strapped and cemented. Made in oxford grey only. *Deposit on this coat, $1.75.*

No. 100
Price $10.95

HERE'S something new—we don't think you've ever seen anything like it. It is a work coat. The outside is a strong brown sateen—the inside is a black striped blanket lining. These two cloths are vulcanized together making a thoroughly waterproof garment and one that is quite warm and very tough. It is double breasted, has corduroy collar, two large patch pockets with flaps and all seams are double stitched. *Deposit on this coat, $1.00.*

No. 99
Price **$5.65**
Sizes 36 to 48.

Men's Winterweight Raincoat

THIS is a highly lustrous finish, all black raincoat with a tan fleeced lining, giving it not only protection against rain but affording great protection against dampness and cold. It is a single breasted coat with slash pockets, raglan sleeves and convertible collar. All seams are sewed, strapped and cemented. It is 47 inches long. *Deposit on this coat, $1.00.*

No. 96
Price **$5.95**

Refer to Page 99 for measuring instructions

THIS is the coat you need when you wish to keep absolutely dry in a heavy rain. The material is of a double coated rubber sheeting and as all seams are sewed, strapped and cemented there is no chance for the slightest moisture getting through. There is a double outside back, with vent, which allows the air to circulate, stand type of collar, and storm flap with buckles riveted at top and bottom. The sleeves are equipped with strap and buckle, and there is an inside left breast pocket. It is 48 inches long and there is nothing to compare with it for practical wear and serviceability. *Deposit on this coat, $1.25.*

No. 97
Price **$7.95**

IF YOU want the latest in style and smartness you will surely want this beautiful Russian model raincoat. Made of jersey knit material, military front, with strap and fancy buckle collar. The six button trim, three above and three below belt, make this one of the most unusual and distinctive coats we have ever presented. There is an all around belt of leatherette with one inch fancy buckle, and the raglan sleeves, slash pockets and facings are all trimmed in medium brown leatherette. It not only is the newest thing but but is also guaranteed to be wind and rainproof. The color is tan with brown contrasting leatherette. *Deposit on this coat, $1.00.*

No. 87
Price **$6.95**

THIS is a women's dress raincoat, the outside being a mottled tweed cloth with a full woven plaid flannel lining. Both fabrics are rubberized, making this coat absolutely waterproof. It is double breasted and cut on a military or trench coat pattern. It has two large side pockets, full belt and sleeve straps. *Made in sizes 34 to 44. Deposit on this coat, $1.00.*

No. 85
Price **$5.95**

Women's
No. 83
Price **$5.45**
Size 34 to 44

Girls'
No. 82
Price **$3.95**
Sizes 6 to 14

Caps to match for girls only 40 cents extra.

THESE plaid lined raincoats in a good winter weight, are made in either women's or girls' sizes. The outside is a high luster leatherette, which is guaranteed not to peal, crack or harden. The coats have a full plaid fabric lining, raglan sleeves, roll collar, large bellows pockets with flaps, and dee ring tight fasteners on belt and sleeve straps. Made in black, blue and green. In ordering, give stock number and state color wanted. These coats are like the girls' illustrations—namely, solid colors. The coats do not have white edging as shown in women's illustrations. *Deposits on No. 83, $1.00; No. 82, 50 cents.*

Refer to Page 99 for measuring instructions

THE STORY OF MASON LEATHER COATS

A Romance of Merchandise

"If a man writes a better book, preaches a better sermon or makes a better mouse trap than his neighbor, though he dwells in a house in the woods, the world will make a beaten path to his door."

In a city very close to Chippewa Falls, there is a man getting along in years who has spent practically his entire life building heavy leather coats. An old-timer, if you will, whose coats have gained great favor among a comparatively small clientele of wealthy sportsmen. Mr. Mason, of this Company heard of this man several years ago, and had a coat made. From time to time since then, many of his friends have ordered coats and while the price was terrific every man was more than pleased with his purchase.

The thought occurred to Mr. Mason that thousands and thousands of men would want such coats if they only knew about them, so he went to the man and told him about the present Mason Sales Organization, with salesmen in every state and practically every city and town in the United States, and volunteered to help him sell his coats.

The coat-maker was overjoyed because opportunity had at last come to him and an agreement was made whereby he guaranteed to keep the quality as high as before and not change it in any way. He agreed to specialize in these masterpiece coats, so that a larger volume could be produced. By using Mason efficiency methods and being able to work steadily, it has been found possible to put these coats in the consumer's hands at a considerable saving, in fact specialization has made it possible to make these coats lower in price than that ordinarily charged for much poorer coats.

The better mouse trap has been found, the path to this man's door promises to be well worn.

How to Measure Men's Leather Coats, Dress Coats and Cruiser Jackets

All of these items are made in sizes 36, 38, 40, 42, 44, 46 and 48. To determine the size coat or jacket a man should wear, measure his chest and add four sizes.

A man who measures 38 inches around the chest should wear a size 42 in any of our garments. Measurement should be taken over the ordinary clothing to be worn underneath the garment, and the tape should be well up under the armpits when the measurement is taken.

Gloves for the Entire Family

A complete line of gloves will be found on pages 110 and 111. The gloves shown are all made of leather of the very best grades. As will be noted these gloves all have the very best of workmanship and must not be confused with cheap gloves and things of that nature which are often offered on the market at very low prices.

In this line you will find silk lined, flannel lined and fur lined gloves; a liberal assortment to meet your particular needs.

How to Measure Gloves

To take the correct measure for gloves, simply pass a tape line around the hand over the knuckles. (Do not include the thumb.) The result in inches will be the size of the glove. For instance, if the tape shows 8½ inches, then a size 8½ glove should be ordered. In cases where the measurement is between a whole number and a half, as 8¾, a size 9 should be ordered. The tape measure should be drawn rather snugly around the hand. Size runs are indicated under each stock number.

HERE is a real, front quarter horsehide garment of the best quality, which will more than live up to your expectations. It has a heavy extra long Wombatine collar, (similar in appearance to genuine Wombat), beautiful plaid wool lining in the body and strong cloth lining in the sleeves. There is a two-piece belt, two lower flap pockets, and two handy muff pockets, adjustable cuffs, wristlets in sleeves, and ventilated gusset under arm. This coat is 32 inches long, strongly sewed throughout with the best thread, and we know you will be proud to wear such a practicable garment. *Deposit on this coat, $3.00.*

No. 57
Price..... $18.45

YOU will find this leather garment to be outstanding as one of the best values offered in our catalog. The large, full Wombatine shawl collar made of high grade sheepskin is especially long and it will fully protect your face and neck against the wintry blasts. The top grade, front quarter horsehide is the best leather obtainable for coats. Inside is lined with selected, first quality sheepskin wool and the lining in the sleeves is of a durable, long wearing cloth. The facing is a blue corduroy which adds to the neatness and attractiveness of the garment. There are two lower flap pockets and two upper muff pockets, ventilated gusset under arm, wristlets in sleeves, detachable belt and adjustable cuffs. The length is 32 inches. *Deposit on this coat, $3.00.*

No. 58
Price..... $20.75

A GENUINE, front quarter, horsehide coat that meets all of your requirements. The specially selected leather is guaranteed not to peel or crack, the full 32 inch length is a good protection against the wind and weather. Four pockets in all, the two lower ones having flaps and being strongly reinforced; the two upper muff pockets being large enough to keep the hands warm. The body is completely lined with plaid wool material and the sleeves have a strong black jean cloth lining. The detachable belt, adjustable cuffs and leather lapel are additional features that appeal to the person who wants a garment that will give the utmost in service and satisfaction. *Deposit on this coat, $2.50.*

No. 56
Price..... $15.95

THIS men's leather coat is 30 inches long, made of genuine horsehide. The leather is of high grade, being tanned just for this purpose. The entire body is lined with wool mackinaw cloth. The sleeves are lined. The coat has two pockets, belt at back and adjustable cuffs on sleeves. It is recommended as the best leather coat which can be bought for or near the money. *Deposit on this coat, $1.00.*

No. 60
Price..... $10.95

HERE is the opportunity to secure a real genuine all wool mackinaw cruiser jacket at a remarkably low price. Remember this coat is made from 30 ounce Portland all wool material with full double back, and with large game pockets lined with water repellent duck. In front are four patch pockets with button flaps, the two lower ones being especially roomy. Double mackinaw collar, sleeve tabs, and full 32 inch length make this one of the best coats that can be purchased, regardless of price. The color is a rich red an bl ck plaid. *Deposit on this coat, $1.50.*

No. 69
Price **$9.95**

Two coats in one—this coat is reversible. One side a fine black horsehide leather, the other side a blue and gray plaid wool mackinaw cloth. We have improved this jacket immensely over the model of last fall; the horsehide leather is of front quarter top grade quality, the wool lining is much softer and heavier, and the sleeves and body are roomier. The entire coat is sewed with a flat seam. This not only eliminates all ridges in the seams but makes them a great deal stronger and there is not a chance for any part of the coat to rip. In extreme weather the leather outside is warmest. No matter which side is out you have two roomy pockets, adjustable sleeves, and close fitting collar. The coat is 28 inches long with elastic webbing at bottom. *Deposit on this coat, $2.00.*

No. 59
Price **$14.50**

Men's Genuine Horsehide Short Jacket

MEN'S genuine smoked horsehide jacket. This garment is beautifully made, sleeves and body being lined with silky rayon material, brightly colored knit bottom, leather collar, lapels and cuffs. The buff colored leather is soft, yet firm enough to withstand hard wear. 30 inches long, sizes 36 to 48. *Deposit on this jacket, $2.25.*

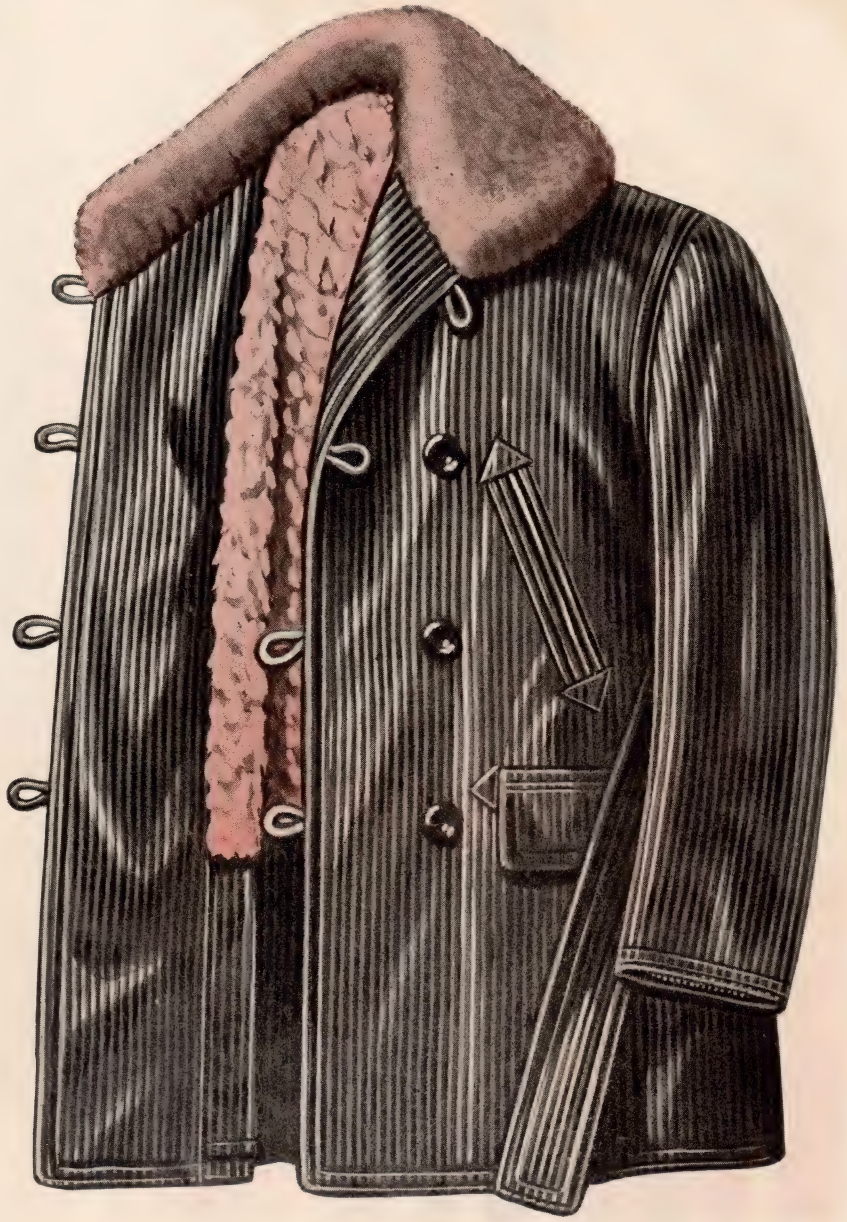
No. 68
Price $14.95

THIS is the ideal jacket for fall and spring wear. The material is a very fine, soft, and unusually pliable suede leather in a reindeer brown color. It has a leather collar and lapels, adjustable cuffs, ventilated underarm, two pockets with button flaps, and extra quality fancy knit bottom that fits snugly around the waist. The body and sleeves are fully lined with fine, striped sateen. An ideal blouse for sportsmen, golfers, hikers, tourists, and for those who wish a windbreaker under their heavy coats. *Deposit on this coat, $2.00.*

No. 61
Price $11.95

A TRULY unusual value. This heavy, double breasted mackinaw overcoat of 40-ounce Melton cloth will keep you warm and comfortable even in the severest weather. Composed of about 80% wool, and 38 inches long, this garment is particularly desirable for railroad men, hunters, drivers, oil station attendants and all those who must be protected against the wind, sleet and snow. It is especially durable on account of the upper and lower pockets being reinforced with horsehide leather, and the sleeves having a two inch leather cuff. As you know, these are the parts that usually wear out first. Large double shawl collar and half belt. Oxford grey color. *Deposit on this coat, $1.50.*

No. 66
Price $10.95



THIS men's coat is 36 inches long. It is made of dark blue corduroy with a fleece lined body. It has a Wombatine sheep collar; full belt; two flap and two muff pockets; wristlets in the sleeves. Being 36 inches long it comes well down over the hips giving full protection. The corduroy is top grade and will wear indefinitely. The lining is of best grade wool and will keep you warm in the severest weather. *Deposit on this coat is $1.00.*

No. 62
Price $9.95

Ladies' Purses

No. 139 Price $6.75

SPANISH bag made of brown mission steerhide leather, green suede lining, Cornucopia design, gun metal frame with turn lock. Equipped with coin purse and mirror. Handkerchief pocket on front of bag, hand laced edges. Size 6⅛ by 6⅝. *Deposit on this purse, $1.25.*

No. 138 Price $9.50

GENUINE brown mission steerhide leather handbag with green suede lining. Wistaria design, laced edges, gun metal frame, equipped with coin purse, mirror and key case. Packed in attractive gift box. This is a real bargain for a bag of this type. Size 7 by 7¾. *Deposit on this purse, $1.50.*

GENUINE leather purse resembling the popular Spanish steerhide. Made in a tan color, leather lined flap with hand lacing, moire lining, coin purse and mirror. Size 5¾ by 10 inches. *Deposit on this purse, 75 cents.*

No. 154 Price .. $4.25

No. 137 Price .. $9.95

A BEAUTIFUL underarm bag of brown two-tone steerhide leather with green suede lining. La d edges, conventional design, inside frame with three large pockets. Handkerchief pocket on back, gusseted bag, equipped with coin purse, mirror and top handle. Packed in an attracti gift box. Size 9 by 5¾. *Deposit on this purse, $1.50.*

Ladies' Leather Gloves

Ladies' brown lambskin glove of very soft leather with a wrist strap; has genuine fur at cuff, and has full wool lining. Sizes 6 to 8½, with half sizes. *Deposit on this glove, 75 cents.*

No. 2027
Price **$3.25**

Ladies' tan lambskin glove with wrist strap, and full wool lining. Made in sizes 6 to 8½, with half sizes. *Deposit on this glove, 50 cents.*

No. 2026
Price **$2.50**

A very striking appearance is given to this ladies' glove with its black lambskin leather and white stitching. The gusset at the wrist together with the adjustable strap provides a neat, close fitting effect. The all wool fancy grey lining and white embroidered backs add to the classy looks of this glove. Made in sizes 6 to 8½ with half sizes. *Deposit on this glove, 50 cents.*

No. 2043
Price **$2.50**

Ladies' tan lambskin glove with wrist strap, embroidered backs and with a genuine clipped fur lining. This glove is extra long in length to protect the wrist. Made in sizes 6 to 8½, with half sizes. *Deposit on this glove, $1.00.*

No. 2025
Price **$4.95**

Boys' or Girls' Leather Gloves

This glove for either boys or girls, is of brown domestic cape leather with full fleece lining, and with fancy colored elastic webbing at the wrist. This glove is made in sizes 6, 7 and 8, without half sizes. *Deposit on this glove, 25 cents.*

No. 2028
Price **$1.35**

Men's Black Leather Gloves

Men's black glove made of very fine domestic cape leather. The adjustable strap at the wrist and full wool lining will keep out all cold and wind. One half outseam sewing which insures a proper fit. Made in sizes 7½ to 10½ with half sizes. *Deposit on this glove, 50 cents.*

No. 2042
Price **$2.35**

Refer Page 103 for measuring instructions

Men's Leather Gloves

This men's dress glove is made of imported Spanish cape. It is in a rich brown color and is unlined, making a very neat, dressy, light weight glove. Made in sizes 7 to 10½, with half sizes. *Deposit on this glove, 75 cents.*

No. 2029
Price **$3.50**

This is a warm glove, made from brown South American cape. It has a clasp at the top, with a leather gusset in the opening. It is completely lined with a fancy knit seamless wool. Made in sizes 7½ to 10½, with half sizes. *Deposit on this glove, 50 cents.*

No. 2032
Price **$3.00**

This glove is cut from tan South American cape, fastening with a clasp, and having a leather gusset in the opening. It is fully lined with clipped fur. Has two-tone embroidered backs, and has heavy durable stitching. Made in sizes 7½ to 10½, with half sizes. *Deposit on this glove, $1.00.*

No. 2040
Price **$4.75**

This is a light weight tan dress glove, cut from imported Spanish cape, and has a full striped silk lining. This is an unusually dressy glove, and is very practical, as it slides on and off so easily. Made in sizes 7 to 10½, with half sizes. *Deposit on this glove, 75 cents.*

No. 2030
Price **$3.75**

This is a heavy duty semi-dress glove, cut from brown, domestic cape, having a wrist strap, and with a full wool lining. Made in sizes 7½ to 10½, with half sizes. *Deposit on this glove, 50 cents.*

No. 2039
Price **$2.35**

This is another heavy duty semi-dress or driving glove, cut from tan South American cape, fastening with a strap at wrist. It is fully lined with a fancy knit seamless wool. Made in sizes 7½ to 10½ with half sizes. *Deposit on this glove, 50 cents.*

No. 2041
Price **$3.00**

This is one of the most practical cold weather dress gloves made. The leather is brown South American cape with a full clipped fur lining. It is secured by a strap and fastener at the wrist, has two-tone embroidered backs, and is stitched throughout with heavy duty, best grade thread. Made in sizes 7½ to 10½, with half sizes. *Deposit on this glove, $1.00.*

No. 2031
Price **$4.90**

Refer to Page 103 for measuring instructions

Wallets and Key Cases

Threefold card, pass and bill folder made of finest selection smooth black Russia Calfskin; has one regular pocket, one safety pocket with flap and tuck and transparent pass opening on front; currency pocket with extension top under cover; artistic tooled and hand colored design on cover; size 2¾ inches by 4¼ inches. *Deposit on this bill fold, 35 cents.*

No. 127
Price $1.95

Combination card and pass case made solid throughout of finest selection brown Russia Calfskin; has two regular pockets and transparent openings to accommodate five lodge cards; currency pocket under cover; cover edges are hand laced with black calfskin leather; artistic tooled border design on cover; craftsman workmanship throughout. Size 3 inches by 5 inches. *Deposit on this pass case, 75 cents.*

No. 129
Price $4.00

Combination coin and bill fold of brown bark tanned calfskin leather. This is a flexible purse having tray style pocket for exposing coins, and bill roll for currency. Each compartment opens independently of each other and closes with button locks. Size 2¾ by 3 inches. *Deposit on this purse, 25 cents.*

No. 134
Price $1.75

Singlefold bill, card and pass case. Selected quality brown tanned calfskin leather. Has pass opening, card, ticket and currency pockets. Leather hand laced edges, tooled rose design. Size 3½ by 4½ inches. *Deposit on this bill fold, 50 cents.*

No. 136
Price $2.25

Bill fold made of excellent brown Russia Calf skin, fully lined, has one currency pocket with leather separator, two card pockets, and one safety pocket with flap. Made especially to accommodate the new currency, size being 3 by 4¼ inches. *Deposit on this bill fold, 50 cents.*

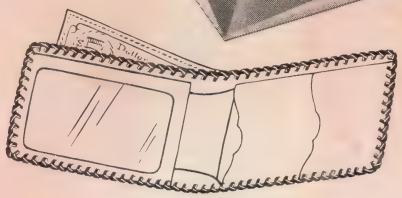
No. 135
Price $3.25

This key caddy made of genuine brown calfskin with six gold plated swivel hooks, tooled design, lined, two button snap. Size closed, 3⅝ inches by 2⅛ inches. *Deposit on this key case, 25 cents.*

No. 133
Price $1.00

Bill folder made of fancy two-tone Rhino grained lambskin leather; has one regular pocket, one safety pocket and pass opening on front; pocket for currency under cover, unlined; leather hand laced edges; tooled design on cover. Size 3 inches by 4½ inches. *Deposit on this bill fold, 35 cents.*

No. 130
Price $2.30



Combination gift set in satin lined box. Non-buckling bill fold and six hook full swivel key case. Brown bark tanned calfskin leather, laced edges, artistic tooled design. *Deposit on this set, 75 cents.*

No. 125
Price **$4.35**

Singlefold bill and card case, non-buckling style, made of brown two-tone lambskin. Removable transparent envelope for passes, card ticket and bill pocket. Cut edge, tooled design, size 3¼ by 4½. *Deposit on this bill fold, 25 cents.*

No. 132
Price **$1.50**

THIS traveling bag is available either in black or faun color. In either color the leather is heavy embossed Bear grain cowhide which is guaranteed not to crack or peel. The bags are 18 inches long, 10 inches wide and 14 inches high and open full at the top for convenient packing. These have a riveted metal frame trimming with brass hardware. The leather is reinforced with a twenty ounce flexible canvas which gives the bag a soft finish, yet unbreakable. The handle is of genuine cowhide. The bag is fully lined with genuine Dupont's fabrikoid with one full pocket and one divided pocket. For quality and appearance we claim this equal to any bag offered at $5.00 more through any other channel. *Deposit on this bag, $1.75.*

No. 167—Black
Price **$11.50**

No. 168—Faun
Price **$11.50**

GLADSTONE bag made of the best top grain cowhide stock, leather handle, heavy plated hardware and two short straps. English plaid cloth lining. On the inside the dividing partition is composed of one shirtfold and one pocket. This bag is twenty-four inches long and will give years of good service. *Deposit on this bag, $3.00.*

No. 180—Black
No. 181—Brown

Price .. **$18.95**

THIS case is made of heavy full grain cowhide leather, three pockets with very strong partitions, short straps, top reinforced so that if case is loaded it will not pull out of shape. Nickel plated extension lock, and gussets of real leather. Size 16 inches by 11 inches. *Deposit on these brief cases, $1.00.*

No. 170—Black
Price **$6.75**

No. 171—Brown
Price **$6.75**

A VERY fine brief case of split cowhide leather, three roomy pockets, nickel plated extension lock, reinforced top with cowhide leather handle; very strongly sewed. An article that is very useful and that will stand years of wear. An article inches by 11 inches. *Deposit on these brief cases, 75 cents.*

No. 172—Black
Price **$5.30**

No. 173—Brown
Price **$5.30**

Men's Leather Puttees

No. 175
Black
Spring
Clasp
Putt

No. 176
Mahogany
Spring
Clasp
Putt

No. 177
Black
Strap
Putt

No. 178
Mahogany
Strap
Putt

All Styles
Price
$3.75

THESE leggings are made of genuine cowhide leather, and formed so that they will fit the leg perfectly. Length 12 inches, sizes 13 to 18, with half sizes. *Deposit on these puttees, 50 cents.*

We Pay the Postage on These Styles

"Princeton" Broadcloth Shirts

Guaranteed not to shrink or fade

1. Every shirt is made from pre-shrunk cloth. This means that you may order your correct size—without any allowance whatever—and be absolutely certain that the collar, sleeves and body will fit perfectly after many launderings.

2. The material is guaranteed to be of fast color, The highly lustrous finish is thus retained, and your shirts will always look like new.

3. Genuine, fine count, broadcloth with close fine stitching gives these shirts an appearance that is usually found only in the higher priced lines.

4. Each shirt has seven buttons, (not six or five), making it much neater, more comfortable and better looking.

5. Full cut throughout. The tails are extra long and the pattern is cut so there is no binding through the sleeves or shoulders.

6. First quality buttons.

7. Each neckband size has a different body size, Because of this feature you are always assured of a perfect fitting garment.

8. The sleeve facings are of double cloth.

9. The collar is cut so that it is form fitting around the neck. This makes for a very neat, fresh and well groomed appearance.

10. The pleat in front of these shirts runs clear down, and does not stop at the last button.

Shirts must be ordered in lots of three or more. (Except Numbers 2142 and 2143 which can be ordered singly.) For example, you may order one white and one blue broadcloth and one flannel. An order for one shirt will be accepted if other merchandise appears on the same order blank. By mailing three shirts together, or one shirt with other items, there is a saving in postage and shipping expense, and we can pass this along to you through rock-bottom prices.

When ordering designate the neckband and sleeve size like this: 15/33. This means a 15 neck and 33 sleeve is wanted. Swatches of material will be sent on request.

How to Measure Shirts

Practically everyone knows their neck and sleeve sizes, and in these cases it is not necessary to take a measurement. If the customer cannot give you this information then pass a tape line around the neck where the top of the collar fits. This tape should be drawn loosely, and the result in inches is the correct size. To measure the sleeve have the customer standing with his coat on. Then run the tape from the back center of the coat just underneath the collar, across the shoulder, and straight down to the end of the sleeve.

Belts

A wide variety of men's genuine leather belts in novelties and special features, also belts for dress or sport will be found on page 118. We call your particular attention to Nos. 155 and 156. These belts have interlaced leather in two colors and are stretchable.

The gift set No. 159 comes packed complete in a box with an initialed nickel silver buckle. Numbers 163 and 164 come equipped with initialed nickel silver buckle and watch chain.

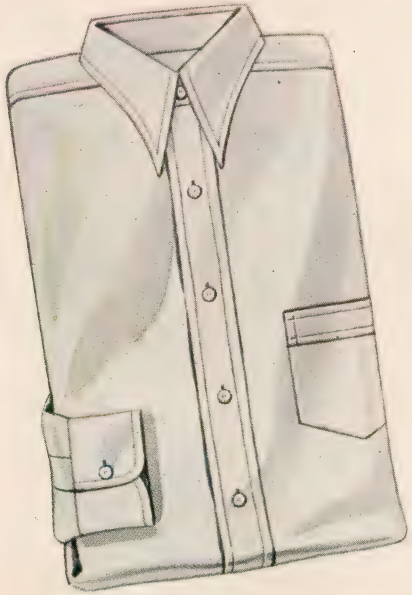
Neckwear Combining Exclusive Fashion With Durability

The beautiful display of ties shown on page 117 quickly appeals to the man of good taste. The gorgeous colorings are blended in such harmonious patterns that you instinctively form a desire to possess these neckpieces.

They are not only beautiful, but exceptionally well made and they will outwear ties that sell for double the price. They are lined with a fine quality lustrous facing and innerlined with a flexible all wool material which prevents the ties from wrinkling and gives them a soft, rich feeling. Each tie is stitched and reinforced with a very good grade tape and this combination of the outer cloth, tape and linings makes it pliable, pinproof, wrinkleproof and forms a perfect knotpiece.

The utmost care has been taken in the tailoring and the workmanship conforms to the highest standards. Instead of being the regular 45-inch length, we have added two inches more material, thus making each tie 47 inches long. The part which fashions the knotpiece is extra wide and the cloth is so strong and durable that it is almost impossible to ravel.

It is to your decided advantage to order three neckties of such beauty and long wearing qualities. We suggest you also purchase three of our wonderful broadcloth shirts at the same time.



Princeton White

No. 2130
Price
$1.95

Deposit is 40 cents.
Sizes 14 to 17, inclusive, with half sizes.
Sleeve length, 33, 34 and 35.
For description see page 115.

Princeton Tan

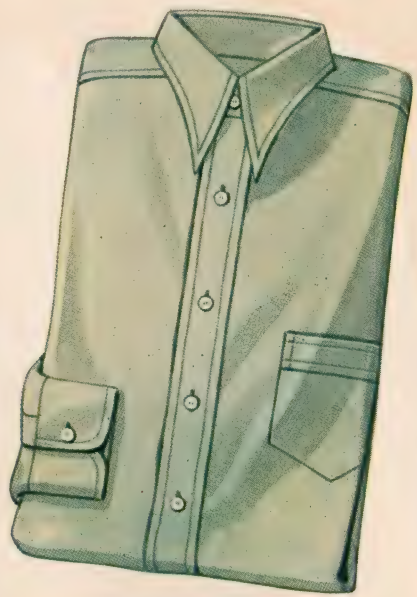
No. 2132
Price
$1.95

Deposit is 40 cents.
Sizes 14 to 17, inclusive, with half sizes.
Sleeve length, 33, 34 and 35.
For description see page 115.

Princeton Blue

No. 2131
Price
$1.95

Deposit is 40 cents.
Sizes 14 to 17, inclusive, with half sizes.
Sleeve length, 33, 34 and 35.
For description see page 115.



Princeton Green

No. 2133
Price
$1.95

Deposit is 40 cents.
Sizes 14 to 17, inclusive, with half sizes.
Sleeve length, 33, 34 and 35.
For description see page 115.

Gray

A TOUGH, rugged, wool mixed flannel shirt made on the popular army coat style pattern. Two button flap pockets, seven button front with pleat extending way down. This exceptional, wear resisting flannel shirt is full cut and will not bind over the back, arms or shoulders. Material is composed of about one-half wool. The construction is of the best and we know that its durability and warmth will surprise you.

No. 2143
Price
$3.65

Deposit is 50 cents.
Sizes 14½ to 17½, inclusive, with half sizes.
Order one-half size larger than dress shirt.

Khaki

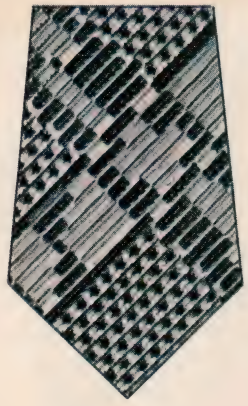
No. 2142
Price
$3.65

AN EXCELLENT cotton suede flannel shirt, coat style, made with two button pockets. Triple stitched shoulders and back prevent ripping. Made on a full, roomy pattern and built to give indefinite wear.

No. 2140
Price
$1.95

Deposit is 40 cents.
Sizes 14½ to 17½, inclusive, with half sizes.
Order one-half size larger than dress shirt.

No. 24



No. 26

No. 28

No. 30

No. 32

3 for $2.85

Deposit 75¢

POSTAGE PAID

Price Per Tie 95¢

Deposit 25¢

Ties must be ordered in lots of 3 except where customer orders other merchandise with which one tie may be mailed.

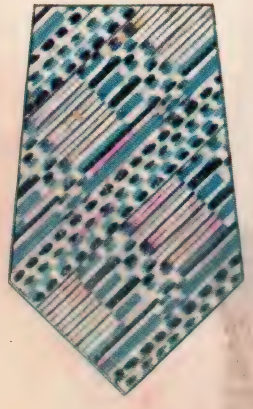
No. 34

No. 36

No. 38

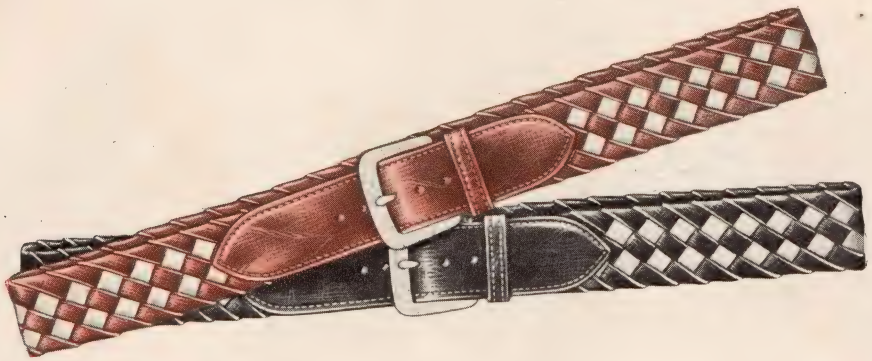
No. 40

No. 42



No. 44

No. 46



Genuine hand braided cowhide leather belt with polished buckle. This is a very flexible belt and the two-tone colors make it very striking in appearance. The large stores throughout the country are featuring this belt at the present time. *Deposit on this belt, 50 cents.*

No. 157—Black and White. Price **$1.85**

No. 158—Brown and White. Price **$1.85**

Men's belt made of excellent grade cowhide leather. This belt can be taken in both hands and stretched. This is a patented feature and it gives the wearer much more comfort than the regular leather type, and is a great improvement over any other similar belt on the market. *Deposit on this belt, 50 cents.*

No. 155—Brown and Tan. Price **$2.35**

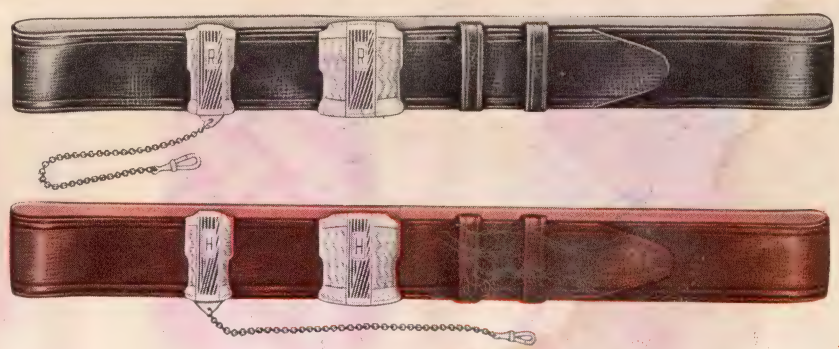
No. 156—Black and Grey. Price **$2.35**

This is a genuine full grain cowhide, hand braided double strand belt, 1¼ inches wide with sewed-on nickel buckle. This is something of a novelty but is proving very popular because of its pliability and novelty appearance. Made in brown only. *Deposit on this belt, 50 cents.*

No. 160 Price **$1.95**

A very attractive snake-skin print leather belt with nickel silver buckle. This combination is packed in a gift box and is the latest thing for sport wear. *Deposit on this belt, 35 cents.*

No. 159 Price **$1.65**



This belt is of genuine box grain cowhide leather with two snaps tapered to fit any fancy buckle. This belt comes to you equipped with nickel silver watch chain and nickel silver buckle, bearing any initial except the following: I, O, Q, U, V, X, Y, Z. *Deposit on this belt, 35 cents.*

No. 163—Black Price **$1.75**

No. 164—Brown. Price **$1.75**

We Pay the Postage on These Styles

THE MASON SHOE MFG. CO'S

Sales Manual

Published for the Benefit of Mason Salesmen.

This Manual is Loaned to Salesmen and Remains the Property of the Mason Shoe Manufacturing Co. of Chippewa Falls, Wis., at All Times.

Entire Contents Copyrighted 1930

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HOW TO SELL MASON SHOES

Confidential Sales Manual ~ *Our Company and Its Policy*

Every salesman is ambitious to make a connection that will be permanent—one that assures a future with constantly increasing earning power. Therefore, the careful and ambitious salesman wants to know as much about the company that is to employ him as the company wants to know about the salesman. This is a fair proposition.

The Mason Shoe Company has been in business since 1904—more than a quarter of a century. It is located in the beautiful little city of Chippewa Falls, one of the most prosperous shoe manufacturing cities in America.

The line of shoes produced by the Mason Shoe Mfg. Company is confined entirely to shoes made by the Goodyear Welt Process, and consists of men's fine dress shoes, men's work shoes and hunting boots as well as a complete line of sport and outdoor footwear for men, women and boys.

In addition to the liberal line which is made by machine methods, the Mason Shoe Mfg. Company operates a special department of hand shoe makers working on our lumbermen's logging shoes, sportsman's hunting pacs and old style true moccasin footwear. These are known as the Blackhawk line shown in the catalog.

Another special feature which is of great value to you is our Protex-Toes line. Safety toed shoes are in great demand. Study the talking points and the items in this special line carefully.

A very large proportion of the people in this city have been trained to make good shoes. We have two or three generations of shoe workers. Their art and skill has been handed down from father to son and then passed on to grandchildren.

Mason Shoe Company is a large concern. It owns its own four-story factory without any bonds or other debts against it. We employ the most highly skilled shoe workers in this section and all are healthy, happy and contented. They love their work and their work is making good Mason shoes.

OUR GENERAL POLICY

We believe it is absolutely necessary for every salesman to know something about the policy of his company. We will tell you what this policy is so you will know exactly what your job is and what our job is—what we are willing to do and what we expect you to do. This will enable you to supervise yourself and direct your own energies in a way that will make money for both of us.

Our big job is to keep right up to the minute on shoe styles. We must know what kind of shoes the people want and how to get them at a price that will insure them the most shoe satisfaction and service for each dollar they pay. This is what we are doing and we believe it is our biggest obligation to our salesmen.

In view of the fact that we sell all of our shoes direct to the wearer, we are in substance, manufacturing retailers, on a large scale. It, therefore, is necessary for us to arrange our own system of merchandising as well as our system of manufacturing. By this we mean that it is necessary for us to so arrange our prices as to make our merchandise most attractive. It is also necessary for us to sell some merchandise without profit in order to attract customers to our other merchandise, in the identical way in which your large retail stores run sales, specials, etc. That is why you will find some shoes which pay you a small commission, for just as the merchant does, on some lines you must sacrifice your profits to build sales and goodwill. You will find that our system has been developed scientifically, and even though in a few cases you may disagree with us you will find that working continually along the lines we indicate your business will be better and more profitable than if you arranged your own system of pricing and merchandising.

THE THEORY OF SELLING

The modern theory of selling is to offer a line for every purse—General Motors is just one example.

Suppose I make a pair of shoes for $3.50 and offer them for $5.00 and pay $1.00 for selling them, I then have 50 cents left toward running my business and profit.

Now this is all right unless my competitors offer something similar at the same price of $5.00. In that case if five of us offer such shoes we divide the market for such a shoe by five for none of us has any advantage. In short, in a town with a market for 5,000 pairs of men's $5.00 shoes I would get 1,000 pairs. Salesmen would make $1,000; I would take in $500.

Now suppose I sell that same shoe in the same town for $4.50 and pay 75 cents to sell them. Theoretically I should get the 5,000 pairs for I have the best proposition by 10 per cent. My salesmen would have it easy to sell and make $3,750 and I would take in $1,250.

In short, by selling closer, sales are easier yet more money is made in total.

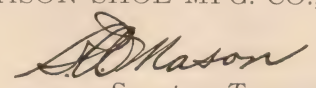
Now that is exactly the plan we employ. We don't figure in per cent much because it doesn't mean much. What good does it do you if we offer 25 per cent commission, but you can't get orders because your price is a little high? You live on dollars, not percentage—so do we.

So I say—we know our costs and about what it costs everybody else to make that shoe. We then figure a price which will give our salesman a distinct selling advantage for an article of that quality. We then allow the salesman every penny we can and offer the item for sale. Hence our man is making sales easily, sometimes for what seems small commission, but if the price wasn't so attractive he couldn't make a solitary nickel.

When you sell for us you'll see how beautifully it works out, for the dollars in your pocket tell the story.

Maybe you'd rather be offered a commission of $3.00 a pair without being able to sell any pairs, but if it's weekly earnings you want, this is the company to tie to for we sell the modern, successful way.

Yours very truly,
MASON SHOE MFG. CO.,



Secretary-Treasurer.

Your big job is to sell Mason shoes to as many people as possible. Whenever you sell a man or woman a pair of Mason shoes for their own use you are doing them a favor. When you sell a mother Mason shoes for her children you are performing a valuable service in protecting the health of her kiddies and you are adding something to the family income by saving her a substantial amount on her shoe bills.

We believe that you recognize the value of this fundamental policy and the relationship which

should exist between you and your company. We shall have quite a lot to say to you about selling helps, how to write up orders, how Mason shoes are made and other confidential information, but we must give you the best methods of selling Mason shoes. You'll find these helpful ideas in this confidential Sales Manual.

BUT PLEASE GET THIS: It is not so much the matter of DOING AS WE SAY. The big thing is to DO WHAT IS BEING DONE by salesmen all over the United States who are making good in a big way. We will not give you a lot of OPINIONS. This Sales Manual sums up the hard hitting, practical methods of men WHO KNOW HOW TO SELL.

HOW TO OPERATE THE MASON PLAN

At the time we decide to appoint you as our representative we send you a catalog showing our entire line. Upon receipt of the catalog you should WRITE IN YOUR NAME ON PAGE ONE in the catalog on the Certificate of Appointment. This done you should work through the catalog carefully noting the wide range in styles and the wide range in prices, and then proceed to study this Sales Manual. Go over it several times. When you feel that you have the fundamentals of the plan firmly in mind, start out to sell.

Following the description of each shoe or other items shown in the catalog we mention "deposit on this shoe is ———." This means that the amount stated as deposit is the amount you should collect at the time you take the order. This advance deposit which you collect you keep as your commission for having taken the order. The price stated in connection with each shoe is the full price which the customer pays for the shoes and having paid you an advance deposit upon receipt of the order here we will ship the shoes to the customer C. O. D. for the remainder.

While generally you will have no trouble in getting your customers to pay the deposit which is your commission, occasionally you will be working among total strangers, some of whom may dislike to make a deposit. Occasionally, too, you will sell some man who is in his work clothes and possibly hasn't any money with him, but who nevertheless would like to order. In such exceptional cases we will permit you to write off the order without having collected the advance deposit. Be sure to show on the order that you have not collected your commission. This you do by putting the full price in the column headed "Balance C. O. D." Upon receipt of such an order we can see at a glance that you have not collected your commission and will make shipment at the full price, and upon return of the Money Order we will send you our check shortly after the first and fifteenth of each month for all such commissions due you.

Please bear in mind that customers are more apt to accept their shoes where they have paid an advance deposit. Hence try to get the deposit in every case for, as you know, if the man refused the shoes you will lose your commission and we will lose the cost of all of the postage which we spent in sending the shoes and the postage which we pay for having the shoes returned.

In the back of the catalog you will find enough order blanks to start you off and before you have used them be sure to write in and ask us to send you additional order books.

When the customer has decided which style is wanted and you have taken the measurements in accordance with the instructions provided in this Manual, print the name and complete address of the customer in the spaces provided and tell us when they are wanted. If they are wanted immediately write "At Once." If they want them for a future date, give us the date on which they want the shoes. Then fill in the stock number, the size, the price, the amount of deposit you have collected, and the amount of the C. O. D.

If possible have the customer sign the order, as we find customers are more apt to accept the package if they have signed the order. Then be sure to sign your name and address and mail all orders to us immediately. (You will find envelopes inclosed with your catalog for this purpose. Additional envelopes will be sent you on request.)

Upon receipt of the order we send the shoes direct to the customer C. O. D. for the balance. In this manner the salesman collects his commission immediately and by eliminating the necessity for keeping account at the office, it is possible to put the order through faster and expedite delivery.

TERRITORY

Your company's attitude towards its salesmen is one of helpfulness and we want to make it as easy for you to sell shoes as we possibly can, and if we were to assign strict definite territories, many of you would be handicapped in selling due to the fact that you might live on a farm or in a very small community. Other men living in larger centers of population would have more people to call on than they could ever hope to see and in too many cases the salesman's earnings would be governed by his territory rather than by his individual efforts.

Therefore, the only sound policy on territory for selling shoes direct to the wearer is one which permits the salesman to sell shoes wherever and whenever he can write an order and collect a commission.

It is true that the Mason Shoe Mfg. Company employs thousands of salesmen. It is a large corporation and it takes lots of salesmen, even good ones, to keep its hungry wheels a-whirring.

When a company is small and its line is short there is not enough business for a great many men and artificial devices such as giving a man a town, a county or several counties must be resorted to.

But when a line like this is offered where everyone can be sold and everyone should be solicited it means work for thousands of men without confliction.

In a city, a man with this line can make a beautiful income from ten city blocks by seeing everyone in those blocks once a month. He can forget that the rest of the city exists.

In small towns, a man can live beautifully who will work 100 average families of five once a month.

These figures seem startling and maybe you doubt them so think of it this way: *There is room for as many Mason men in a territory as there are stores offering the items which are in the MASON line.*

So—if there is a Mason man or so near you don't feel that you are competitors, look them up, introduce yourself and between yourselves work out your own ideas as to where each will concentrate his efforts. If five men jump "hit or miss" in a territory they are bound to *hit* each other and *miss* sales.

There's business enough for all and then some, and remember—every time a man sells something for Mason it helps every other man, for good news travels. Everything we offer is good—well worth the cost and in ninety-nine cases out of every hundred, quality for quality considered, it is sold for less than any competitor can offer.

The Mason Line is all you need to make a permanent, liberal income. Just one reliable house to deal with—just one four-square guarantee—just one plan of handling your business. *Concentrate your fire.* It is more profitable, more pleasant and more appreciated. A single house can afford to reward your efforts if devoted to their line exclusively.

EQUIPMENT

Much of your success will depend upon the degree of your use of the equipment available to help you sell shoes. You should study the following equipment carefully and utilize all of it that you can.

In addition to the equipment, one other thing that helps the salesman is the manner in which his company works with him and at the outset of your career we want to assure you that your company sells its shoes only direct to the wearer and that the whole organization is arranged for this plan.

In our Shipping Department we are so efficiently arranged that orders received from you in the morning will be in the mails that afternoon. In short, we are equipped to give you one-day service.

In our Correspondence Department, we strive to

answer every salesman's letter the same day we get it. This is a gigantic task but we assure you our utmost co-operation. However, to help us we ask that you use one sheet of paper for each subject you write us about. If you want supplies please request them on a single sheet. For example, do not list your supplies wanted in a letter in which you also write us about an exchange which is to be made, for these are handled by different departments.

If for any reason your customer has not received his shoes, in writing be sure to give the customer's name and address and the stock number and size of the shoe which was ordered. With this complete information at hand we can immediately give you the information you want or can start a tracer through the Post Office Department for you.

THE CATALOG

Our catalog is the basis of your equipment and it shows the entire line you have to sell and shows each shoe in as nearly its true appearance as printing will permit. Every item shown is carried in stock exactly as it is pictured and described, and in view of our guarantee shown on page one, it is not necessary for the purchaser to see the actual shoe ordered for we guarantee that if upon arrival he prefers his money to his shoes, he can have it in full without any questions being asked. The customer is both judge and jury and it is only our confidence in our shoes and knowing that they will be liked upon arrival that makes it possible for us to make a guarantee of this kind. Therefore, always carry your catalog with you and explain the guarantee to people who claim they want to see the shoes before ordering. Read carefully the specifications of the different shoes pictured. These specifications contain your selling points as well as valuable information.

SWATCH CARDS

Men who have been selling the Mason line have a complete leather swatch card. If, however, their swatch card has become lost or too soiled for practical use they should request a new one. Men just coming with us for the first time will be supplied with a leather swatch card as soon as we have received the first order from them. This together with hosiery swatch card and other matter will come automatically upon receipt of your first order and does not have to be requested.

Swatches of the leather used in leather coats, shirting materials and raincoats may be had upon request.

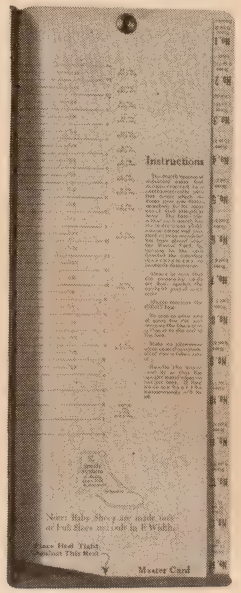
We have at all times available for distribution a supply of business cards. If you feel you can use these in your soliciting, upon request a supply will be sent.

Be sure to request additional order books and envelopes for sending in orders before your supply is exhausted.

On the back cover you will find scales and charts for measuring, and on the inside back cover you will find full instructions on how to use these charts and how to measure. These scales are mathematically correct and if handled carefully and in accordance with our instructions will measure accurately. Our experience, however, has shown us that some salesmen permit the pencil used as a heel rest to get out of a perfectly straight up and down position which throws their measurements off. We have also found they have difficulty in determining the width by the method which is employed on this scale. Consequently, in addition to the scales which we supply on the back of the catalog we wish to encourage the use of either of the measuring systems explained following:

THE SMITH SYSTEM

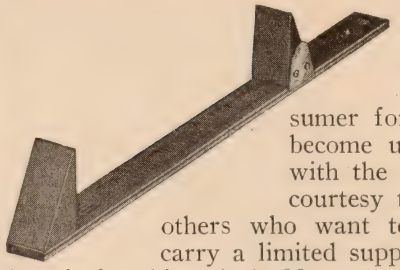
The Smith System is a measuring device which was developed for salesmen selling direct to the consumer. It reduces scientific fitting to its simplest possible form and avoids practically any chances for error. On the device itself as it comes to you full instructions for handling it are given.



In addition to its value as a simplified tool for helping you get the correct measurement, its appearance is such that it will impress the customer with the salesman's efficiency and remove any doubt from his or her mind about being fitted satisfactorily. For this reason alone every salesman should be equipped with it. The price for this device is 75 cents. Upon receipt of this amount the device will be sent to you postage paid. It is necessary that we receive the money in advance on this item, but if after receiving it you can not see where it will help you, upon return we will immediately refund your money. Likewise, if at any time you return this device in such condition that it can be used again we will likewise refund.

Men using either the large or the small Sample Service will find this Smith measuring device as a standard part of the equipment furnished without charge.

RITZ RULE



Many salesmen who have been selling direct to the consumer for some time have become used to measuring with the Ritz Rule. As a courtesy to those men and others who want to try it out, we carry a limited supply of these. The deposit for this rule is 90 cents which amount will be returned upon return of the rule in good condition.

NOTE.—If at any time you use the Ritz Rule for measuring be sure to use the "Standard Size Markings."

ACTUAL SHOE SAMPLES

In spite of our iron clad guarantee many people insist on seeing some actual shoes. It is not necessary for them to see the identical shoe they want, but they do want to see a few of our shoes which will give them some idea as to their relative quality and appearance. Then, too, having actual samples with you helps greatly to create interest and leads to orders which you could not secure without them. You will find that we have made adequate provision to assist you to get actual samples. With a line the length of ours it is extremely wasteful to have every shoe available for sample purposes, for all of our samples come directly from our stock which means that we continually would have hundreds of pairs broken up. For this reason to simplify the handling of samples, we give following a list of the shoes which are known as sample shoes. Any sample numbers which you order for the large or small sample service which we explain following, must, therefore, be selected from this list.

201—6-inch Kangaroo Shoe.
204—Brown Kid Oxford Blucher.
222—Tan Calfskin Oxford.
240—Tan Oxford.
245—Calfskin Tie Oxford.
350—6-inch Black Heavy Rubber Sole.
376—16-inch Waterproof Boot.
403—Sport Oxford.
410—Tan Oxford.
424—6-inch Retan Work Shoe.
428—12-inch Tan Retan.
430—Black Elk Work Oxford.
432—Tan Army Shoe.
454—6-inch Black Chrome Protex Toe.
456—6-inch Tan Retan Protex Toe.
602—Infant's Shoe.
701—Elk Oxford Stitchdown.
703—Women's Retan Oxford.
713—Child's Tan Oxford.
830—Women's Pac Oxford.
842—Women's Black Kid Welt.
861—Girl's Tan Oxford.

926—Banker's Brown Kid Bal Shoe.
920—Tan Calfskin Oxford.
950—Hand Pegged Arch Support Dress Shoe.
970—Cut Shoe.
988—Plain Black Calfskin Oxford.

Each shoe in this sample list is indicated in the catalog with a star (*).

In making your sample selection bear in mind the fact that your samples are principally to show the general type, workmanship and all around quality of Mason shoes. All of the shoes are good and all have a place in the popular demand.

LARGE SAMPLE CASE

Our large sample case consists of any nine styles from the list of sample shoes, packed in a nice black leatheroid case. Each of the dress shoes comes with forms in them and each is packed in a flannel bag to keep the samples looking nice. In addition to the nine styles which you select, the case includes a cross section of No. 970. This is a shoe cut in half by a buzz saw and shows the inside construction. This is unexcelled as a demonstrating feature. We also send a Smith System measuring device.

All of this equipment comes to you for a deposit of $10 payable in advance. The $10 deposit is required only as an evidence of the salesman's good faith and his promise to return the equipment if for any reason he discontinues selling shoes. The $10 so deposited remains on deposit with us drawing interest at the rate of six per cent from the time we receive it until the time you send your sample case back and ask for the return of your money at which time the $10 together with the interest at the rate of six per cent is sent to you.

Under this plan the use of samples costs you absolutely nothing and the deposit you make draws interest at twice the amount it would get in a savings bank. To help you select your samples we give herewith three model cases which we recommend.

Model No. 1 For General Selling, Medium Towns	Model No. 2 For City Selling	Model No. 3 For Country and Small Towns
201	201	201
920	204	204
703	222	350
701	376	861
376	703	222
410	950	701
424	920	703
842	926	410
428	424	376
Cut Shoe No. 970 Smith Measuring Device $10.00 deposit with order	Cut Shoe No. 970 Smith Measuring Device $10.00 deposit with order	Cut Shoe No. 970 Smith Measuring Device $10.00 deposit with order

If you do not like any of these model cases, select your own. But of one thing be sure—if you plan to devote much time to selling shoes and want to make a success of it, get samples.

SMALL SAMPLE SERVICE

Salesmen who dislike to carry a large case and need samples only to represent the general quality and workmanship of our line can now secure a small case for a deposit of $4.50 payable in advance. This case is 13 inches long, 12 inches wide, and 5 inches deep and is designed to carry three shoes, a cross section of No. 970 and the Smith measuring device. The salesman can select any three styles from the list of sample styles shown herewith.

As in the large sample case, the $4.50 you deposit remains on interest with us at six per cent. The deposit together with the interest will be sent to you upon return of the kit and its equipment.

BOOT SIGN

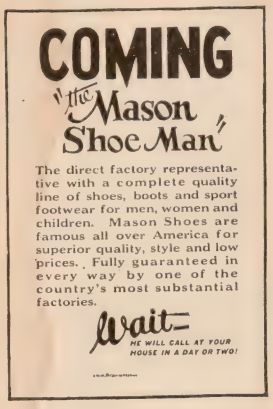
We also maintain a large supply of large boot signs. The reprint herewith is much smaller. The sign itself is in full natural size and natural color, measuring twenty-three and three-quarter inches long by fourteen and one-half inches wide. It is cut around the boot and makes an unusual and distinctive sign. This sign is printed on heavy paper and can be hung in a window or on a wall, or a man sufficiently interested can back it with heavy cardboard and then cut it out, in which case it will stand. This sign is not waterproof and is not to be used outside. Men who request this sign will have it sent to them with their name engrossed in the space provided, and we will be glad to supply these if the man requesting them will assure us that he will display it prominently and give it a chance to help him in his work.

BUSINESS CARDS

The business cards which we send with your catalog are sent purely as samples to show you what our business cards are like. We find that while some men use a great many business cards in their work many salesmen never use them. For this reason only a limited supply is sent. If at any time you want more of these cards, your request will bring them immediately.

HAND BILLS

In order to help you advertise yourself we have printed hundreds of thousands of hand bills. You can get all of these you want.


COMING
the Mason Shoe Man
The direct factory representative with a complete quality line of shoes, boots and sport footwear for men, women and children. Mason Shoes are famous all over America for superior quality, style and low prices. Fully guaranteed in every way by one of the country's most substantial factories.
Wait—
HE WILL CALL AT YOUR HOUSE IN A DAY OR TWO!

These hand bills are supplied to you free of charge and while you can have all you want, in order to prevent waste don't order more at one time than you can conveniently use.

These hand bills are a wonderful advertisement. Distributed around a town before you call they will create a lot of interest for you.

If you are going to work in the rural sections you can have these mailed to every box holder on the route you propose to cover for one cent a piece. This will let the prospect know you are coming and make it easier for you to sell when you get there. We advocate that you purchase a rubber stamp with your name, address and telephone number on it, and put this on every hand bill.

TESTIMONIAL FOLDERS

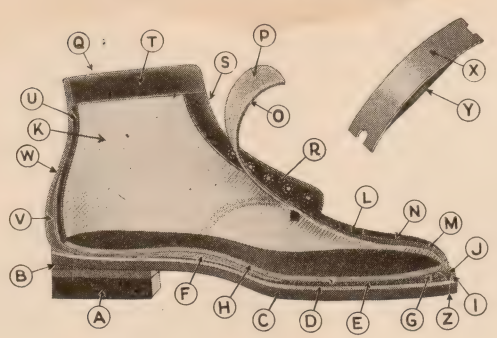
We have prepared and have ready for distribution a testimonial folder which is an elegant thing to leave where no one was at home or where you have not been able to close on your first visit. For example, if in the day time you have talked to the lady of the house and you are invited back to see her husband in the evening, leave one of these folders at that call and then by the time you get back for the evening the man of the house has had a chance to look it over.

Formerly we made a charge for these folders and they proved beneficial in so many cases for men who bought them that in order to encourage all of our men to use this advertising material we are making no charge whatever. Order a small supply at a time and order often. You are welcome to all of the advertising matter which you can use but we ask you to not be wasteful with it.

ENVELOPES

We supply envelopes addressed to the Company as a time and trouble saver to you. A limited supply is sent at the start but salesmen should order more before their supply is exhausted.

CROSS SECTION OF SHOE



Salesmen who order our regular sample service will receive in their case a cross section of our shoe No. 970, which was made by cutting the entire shoe in half. For those men who do not order the regular sample service, we are prepared to sell outright these cross sectional demonstrating samples for $1.00, and salesmen who are selling entirely from the pictures and leather swatches would do well to purchase one, as it is an invaluable help in selling. Due to the wear and tear which these half pieces get, it is impossible for us to refund on them. Men desiring one of these should send in their check, cash or money order with their order.

NEWSPAPER ADVERTISING

Our advertising department is prepared to assist you in getting up ads for your local newspapers. In all but a few cases you will find that display rates are too high for you to use such space profitably. However, where you want to use this type of advertising, we want you to know that we have electrotypes for newspaper work and if you will give us the width of the column and the amount of space you intend to use, we can help you prepare the ad.

One of the most profitable forms of newspaper advertising which you can use is to insert little ads in the "locals." Most newspapers in the smaller cities and towns run such a column. For a very small sum you can run three or four of these little ads every day. For example:

Buy your shoes direct from the factory at a saving. Phone John Doe. (Give your phone number.)

The famous Mason shoes—direct from the factory. John Doe, local representative. (Give address and phone number.)

Are you hard to fit? John Doe, the "Mason" shoe man, can make your feet feel young again.

Shoes for the entire family. John Doe, the Mason shoe man, offers more than 130 styles. (Give your phone number.)

Better shoes for less money. John Doe, the Mason shoe man, makes good his slogan.

See that ads of this kind are sprinkled in amongst the news items. If you want any special help along this line you should ask for our assistance.

MAIL ORDERS

Your Company has always received quite a quantity of mail orders, for due to the quality of their shoes, they are natural repeaters. Our policy is to give a salesman full credit for mail orders received. The only exception we make is where mail orders come in for a salesman who has been inactive for several months, or who has been removed from our records because of inactivity. In the latter case, we try to find the salesman who has taken over the territory and is working it so that we can credit him with the mail order, and he can add that customer to his own list. The only thing we ask of the salesman is that he keeps up activity in some respects for us. Here again, you will find fair play governing our conduct, and we assure you that you will never have cause to feel that the Mason Shoe Company has ever withheld from you a single penny to which you were in any way entitled.

YOU DEAL DIRECT WITH THE COMPANY

The Mason Shoe Mfg. Company employs no Field or District Managers and there is no one between you and the Company who receives any commission on your sales.

Where formerly we used the Field Manager system, and most direct selling houses still use it, we feel that the time has come when a direct selling company should spend all of its effort in putting its best possible proposition in the hands of the individual salesman who goes out and writes the orders. We feel that you will be benefited a whole lot more by having lower prices, better goods, and a lot of advertising material to help you sell than you will be by working under some District Manager.

You are the man who secures the orders for us and you are the man we want to help.

LICENSE REGULATIONS

No license is needed to sell shoes for us.

During 1924 and up until May, 1925, practically every town, city, and state in the country at the behest of the local merchants was attempting to pass legislation restricting the activities of people selling by the Direct to the Consumer method, and while all of these laws were proved to be unconstitutional much trouble was for a time encountered. We give following the law with regard to your business of Selling Direct to the Consumer for us, so that you may feel sure of your ground and refuse to be intimidated when you have no reason to fear any law regarding this subject. If you are accosted at any

time, at any place, show the following to the mayor, city attorney, or the arresting authority:

The bearer is engaged in the taking of orders for future delivery, which orders are transmitted to this Company for acceptance and shipment in interstate commerce and may not be lawfully interfered with under the provisions of any state law or city ordinance, whether or not bearer may take partial payment in advance of delivery or delivery may be made direct to the purchaser or through bearer.

Where orders are taken and transmitted to the manufacturer in another state for merchandise to be delivered in fulfillment of such orders which merchandise is in fact shipped into the state where the orders are taken either direct to the purchaser or to the salesperson for the purchaser, the transactions constitute interstate commerce and the salesperson is not subject to the provisions of local laws or ordinances, even though he may take partial payment in advance of delivery.

Krenshaw vs. Arkansas, 227 U. S. 389.

Caldwell vs. North Carolina, 187 U. S. 622.

Real Silk Hosiery Mills vs. Portland, 45 S. Ct. 525.

McCarter vs. City of Florence, 104 S. 806 (Ala.).

The bearer will be protected and officials, their representatives or others illegally interfering with the bearer will be personally held to account for any damages that may be sustained.

Scott vs. Donald, 165 U. S. 58 (89).

The city attorney or any municipality should be able to refer to at least one or more of the cases cited. Direct selling has been upheld in the Supreme Court of the United States, and we propose to stand behind our men to see that every lesser court upholds this method of selling. We feel convinced that by showing the above information you will not be bothered in any way. If, however, at any time you should be bothered or particularly if you are arrested (which is very, very unlikely) wire us and we will have our attorneys get after the matter immediately.

THINGS A SALESMAN SHOULD REMEMBER IN DEALING WITH THE COMPANY

Please bear in mind that your Company is large and has many departments each of which handles one distinct phase of the business. For this reason it is difficult to handle correspondence where a salesman asks about certain orders, mentions an exchange, etc., all in one letter as that letter must go to several different departments to be handled and answered. Therefore, please write about one subject on one sheet and if there is some other subject you want to write about use another sheet for it—by doing this you will get the best service.

Before mailing your orders in, make sure that the name, complete address, delivery date, stock number and price are right. One serious cause for delay has been that the salesman has given a wrong stock number or has written the name and address so carelessly that we can not decipher it.

When something is not clear about the order it is necessary for us to write the salesman—this causes delay and disappointed customers. A customer who orders wants the shoes—it is as little as the salesman can do to take pains in seeing that he gives us the correct information.

In writing in about any order please give the name of the party to whom the shoes are to be shipped, also the stock number, for without this it is impossible to trace.

Never forget that you can take future orders—we get many orders for delivery four or five months after the order is taken. On such orders be sure that the date delivery is wanted is marked plainly on the order.

Remember that a shoe factory is an efficient, volume-producing plant. To make our prices possible it is necessary to make a large quantity of a shoe at one time. To do this it is necessary that the specifications for each shoe are followed exactly—hence all of the shoes of any one stock number are exactly alike. Due to this volume production it is impossible to make changes from the specifications laid down. We offer a very wide selection of styles in many variations of construction and there is something which should just about suit anyone.

HOSIERY

The Glenloch line of hosiery is handled by the Mason Shoe Mfg. Company and is handled exactly the same as orders for its shoes would be. We ask you to bear in mind, however, that each grade of hose has a stock number but each grade is made in many colors; therefore, in addition to the stock number it will be necessary for you to give us the colors which are wanted. Please write these carefully on the order blank.

Where hosiery only is ordered by a customer it is necessary that they order at least three pair, for the C. O. D. charge, etc., is exorbitant in shipping any less than three pair C. O. D.

However, where a customer is ordering any other item in our catalog and wants to order hosiery at the same time, we will deliver even one pair provided we can make the shipment in the same package with the other merchandise ordered.

MASON PRODUCTS COMPANY

The Mason Products Company is a corporation which acts jointly with the Mason Shoe Manufacturing Company in its selling activity. As far as it affects you as a salesman, both companies might just as well be one, but we want to explain the situation fully so that you will not be misinformed and in turn misinform others.

As you know, the Mason Shoe Manufacturing Company owns its own building and produces in its own factory practically all of the shoes which it sells. The lines manufactured in their own factory are dress shoes, work shoes, and men's, women's and boys' sport footwear, consisting of boots, golf shoes, etc., confining its own production of shoes made by the Goodyear Welt Process.

At the request of many salesmen it was decided that we should carry women's shoes in the dressier types, and not being equipped to produce women's high grade fancy footwear in the same factory along with our other products, it was decided to form the Mason Products Company, which could job items of general demand which the Mason Shoe Manufacturing Company was unable to produce.

All goods offered by the Mason Products Company carry the exact same guarantee as the shoes offered by the Mason Shoe Manufacturing Company, and the manner of handling and taking orders is exactly the same as the plans of the Mason Shoe Manufacturing Company as outlined in the Sales Manual.

Orders for any of the Mason Products Company's merchandise should be written off on the regular Mason Shoe Manufacturing Company's order blank and addressed either to the Mason Products Company or to the Mason Shoe Manufacturing Company. They will arrive at the proper destination, no matter to which company they are addressed.

SAMPLES OF MASON PRODUCTS COMPANY

Since starting the Mason Products Company to handle our women's stylish footwear and other wearing apparel, we have had many requests for samples of the women's shoes. So many of the women's styles are delicate and perishable and change so often it is impossible to have available a large sample line of their items. However, by sending $2.00 deposit to the Mason Products Company they will send you a single shoe of style No. 28, style No. 75 and a cross section of shoe No. 16 showing inside construction. If you desire samples of any of the other items of the Mason Products Company you can purchase same at a discount of 10%. In other words if you want samples of the leather coats, shoes, raincoats, etc., write off an order for yourself showing the net price, then deduct 10% "for samples" and we will make shipment to you C. O. D. for the balance. In shoes, for example, by ordering pairs in this way you can sell them before they become soiled and secure a sample of some other style.

Orders for Mason Products Company should be

written off on the regular Mason shoe order blanks in the regular way.

WE PAY THE POSTAGE

At the prices published in this catalog we deliver the shoes, or other merchandise, at the door of the buyer. We pay the postage, insurance and C. O. D. fee, hence your customer can tell just what he or she has to pay. Please bear in mind, however, that the government charges a slight money order fee on the basis given below. This fee is charged by the Post Office for sending the money to us. We do not get any of this small extra fee, it is the cost of the money order.

SCHEDULE OF MONEY ORDER FEES

C. O. D. balance of $ 2.50 or less..... 5c
C. O. D. balance of 2.51 to $ 5.00..... 7c
C. O. D. balance of 5.01 to 10.00.....10c
C. O. D. balance of 10.01 to 20.00.....12c
C. O. D. balance of 20.01 to 40.00.....15c

As you know we formerly paid the postage on some shoes and charged the customer the postage on others. Now you have nothing to bother with and we are selling on the same plan as the large mail order houses.

HIDES AND LEATHER

In this explanation of Hides and Leather it is not our purpose to explain methods of tanning or the different methods employed in handling skins and hides from various animals. In the manufacture of shoes we are more concerned with the finished leather than with the hide from which it comes, but inasmuch as good leather cannot come from poor hides, in making our purchases, it is always necessary for us to inquire into the nature of the hides from which the leather in question is tanned. Detailed information concerning hides can be secured at almost any Public Library and the salesman interested would do well to read some of this literature in his spare time.

Hides taken as a class, regardless of the animal from which they come, are divided into two classes: Packer Hides and Country Hides. Most people have seen their local butcher kill a calf and throw the hide over a fence post. Such hides are known as Country Hides and subsequently they are gathered by a dealer and shipped to market. Inasmuch as the local butcher has killed the calf for meat, the hide is a by-product and is usually poorly taken off and is full of cuts. None of the leather which we are using comes from this kind of hides.

The leather which goes into Mason Shoes is tanned from Packer Hides or Packer-Take-Off Hides. These hides come from animals which have been shipped to the great packing plants and have been slaughtered there. Men who do this work are specialists and the hides are removed clean and there are no flesh cuts made by the butcher's knife, or loose flesh left on the hide to decay and weaken its fiber. The hides, when taken off, are carefully cleaned and salted, so that when they arrive at the tannery they are in the best of condition. The only two skins which we use that are not regular Packer-Take-Off are our Kid leather and Kangaroo leather, for goat meat and kangaroo meat is not salable. Therefore, the packers do not handle them.

Leather

The largest percentage of our shoes are made from cattle hides. We, therefore, will consider the various forms of cattle hides and the leathers produced from them. The leathers are: Calfskin, Veal Kips, Elk, Retan and Waterproof Veals.

Calfskin

All shoes made of calfskin in the Mason Line, regardless of the color in which they may be finished come from Packer Hides. You will notice that we use three grades of Calfskin, namely, Acme, Banner, Climax; the Acme being the choicest Calfskin available in the market. This leather is made from the hides of animals killed between the age of ten days and four weeks. The animal of this age has been milk fed from birth. The fact that the animal is milk fed during its entire life makes the difference in the hide, for this gives a small, close grain, pliable hide, which is the best cattle hide for shoes. The leathers are tanned in Chrome and finished in any color desired. Calfskin takes and holds well a high polish and shoes made of it are always a source of joy to the wearer. Calfskin or shoes made of Calfskin are not cheap, but in our opinion for all around service with good looks, it is economy to buy it.

Banner Calfskin

The Banner Calfskin comes from animals killed between the ages of one and two months. The animal has been fed on milk and has never eaten grass. The animal killed at this time produces a hide weighing from 15 to 25 pounds; is larger in spread than the Acme and does not have such a perfect grain and even texture. It, however, is ideal for shoe purposes because its use offers a slight saving in price over the Acme and to any eye, except the expert, is just as beautiful.

It is the second most valuable cattle hide produced from the point of making shoe uppers.

Climax Calfskin

The Climax Calfskin comes from older cattle. It makes beautiful leather and is the most commonly used of all the cattle hides for shoe purposes. Climax is tanned by the Chrome process, colored as desired and brought to a beautiful glaze finish. Such leather finishes and shines well and has excellent wearing qualities and enables us to offer a few lower priced shoes for those to whom price is particularly important.

Waterproof Veals

In our Waterproof leathers we are using two kinds of Veal Kip hides. The one referred to as Eisendrath's Waterproof Veal is a Veal Kip hide imported from France and is often referred to as Paris Veal. The other is tanned from domestic Veal Kips and we refer to it as Chocolate Waterproof. The Paris Veal is more expensive and for the additional expense one secures a much softer, glove-like piece of leather. Both leathers are close grained, as they come from young animals. Both are tanned by the Chrome process, which gives great strength and are waterproofed in the tanning process. Boots made of these Waterproof leathers are excellent for any purpose except wear around the farm. Men purchasing boots of waterproof leathers should give them some care and the boots should be oiled while wet with either Neatsfoot oil or mutton tallow, and allowed to dry out naturally. Boots of these leathers, carefully oiled, will be impervious to water.

Elk Leather

The Elk leather used in our Sport Shoes, Work Shoes, etc., is from the same class of hide, tanned by a specialist in Sport and Work Shoe leathers. He uses the heavier hide and tans them by the Chrome process and uses a different coloring process than the dress shoe leather tanner, so as to keep the perfect grain of the hide and to keep it as soft as he possibly can.

Elk leather is highly desirable because of its softness and the fact that it permits the feet to breathe. Elk is not tanned to be waterproof, but shoes made of this leather will be satisfactory for wet work if their wearer will take the pains to oil them thoroughly every time he gets them wet, and permits them to dry out naturally. Shoes made of Elk are not manure proof at any time and should not be worn where they will be exposed to manure or other farmyard acids, as these harden it, make it brittle and rot the fiber of the leather so that in a very short time the shoes crack and often split.

Retan Leather

Retan leather is the leather which the tanner's art has produced to resist manure. The tanner of this leather takes the heavy Packer-Take-Off Extremes, tans them, first in Chrome to give the leather great tensile strength and then emerses them in his vegetable and bark tanning liquors and retans the leather by that process. The leather, therefore, is twice tanned. The retanning in the bark gives the leather properties which are impervious to manure. It should, however, be borne in mind that even Retan shoes will harden and crack if they are not cleaned off occasionally.

Glazed Kid

The Kid leather which we use is tanned in America under foreign patents and processes. The skins used are those of small South American goats. The hides are carefully removed without cuts and shipped to this country, carefully salted to prevent decay. At the tannery they are tanned by the Chrome method, which imparts to the skin great tensile strength, yet preserves the natural softness and fine texture of the skin. The leather is then finished in the desired color and brought to a high glazed finish. Tanners keep their coloring processes secret and all find it difficult to duplicate another tanner's colors, and even in the same tannery different batches vary slightly. To achieve the utmost in shoes, we go to the world's largest tanner, of his type, for our material.

Shoes of these Kid skins DO NOT PEEL OR SCUFF EASILY. Where people mention Kid shoes peeling, you should explain that Kid varies widely. Inferior Kid will peel, but the shoes of choice Kid, which you are talking about, will give satisfaction in every way.

Genuine Kangaroo

All of our Genuine Kangaroo Skins come from Australia and are tanned into the finished leather in this country. The principal characteristics of Kangaroo leather are its extreme softness, its great tensile strength and its ability to stand rough wear without scuffing or peeling.

The leather may be identified, upon close scrutiny, by the various slight imperfections in the grain. Close examination of shoes made of Genuine Kangaroo will reveal here and there flea and insect bites or healed brush scratches, and due to the wild life which the Kangaroo lives these marks are practically always found. These things are in no sense imperfections or in any way harm the wear or appearance of the shoes.

* * * *

From the above description of leathers it will be noticed that in cattle hides we are only using Calfskin, Veal Kips and Extremes, which are the three choicest grades of cattle hides.

The older the animal becomes the coarser becomes its grain and the spongier becomes the flank. The hides of older cattle, such as Buffs, Feeders, Milch Cows eventually find their way to market either as Country Hides or Dry Hides and find their way into very low priced shoes. Shoes made of such leather are not desirable, though when waxed and stuffed in a shoe factory they may often look, to the inexperienced buyer, better than they are.

The test for selling Mason Shoes is to have the customer compare them with any other shoes he has ever bought. The difference in the quality of the upper alone, very often is sufficient for the slight difference in price.

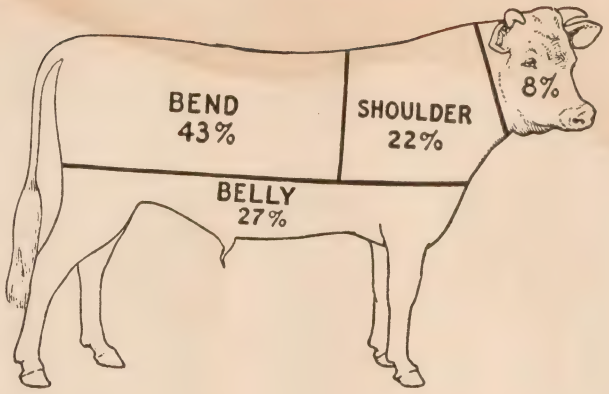
You should also bear in mind that after leather is tanned, the tanners sort it into various grades, generally A's, B's, C's, D's and E's. We purchase our stock only of the top selections, the lower the selection the lower the price. You can therefore see that a low selection of leather, even though it is tanned from Packer-Take-Off cattle hides, would not yield shoes of equal quality with Mason's.

Occasionally you may find men who want to oil their dress shoes so that they will be more waterproof. In such cases always advise your customer to oil the shoes with Castor Oil for this is the only kind of oil which can be used without making it impossible to give the shoes a shine thereafter. Shoes oiled with Castor Oil will polish very nearly as well after the oil has been applied as before. All other oils make shining impossible.

SOLE LEATHER

We show herewith a sketch of a sole leather side which is exactly one-half of the entire hide. Practically all of the sole leather which we use is tanned from the hides of heavy South American cattle. These hides are heavy and are particularly desirable because of the fact that the cattle are not ranged in South America as they are in this country, for the South American animal is not branded and is not ranged with the herds of other men.

After the hides arrive in this country and reach the Tannery, it takes approximately four months to produce finished leather suitable for high-grade soles. After the leather has been completely tanned, its outline is similar to the sketch and is generally then cut up into the different parts as indicated. The very best part of the hide is called the Bend, and from the Bend comes all of the leather soles which are used in Mason Shoes. The Shoulders which are sold separately are much lower in price than the Bend and soles cut from Shoulders do not have near as much wear as the Bend, due to the fact that the hide runs lighter through this part, also due to the fact that the fibers of the hide instead of being short and closely intertwined are longer and less compact. The Shoulder also shows wrinkles as might be supposed. The Head is very cheap and there is no Head stock used in Mason Shoes, not even for building up heels though in order to turn out very, very cheap shoes some Manufacturers will use Heads in large quantities. From the Belly comes the majority of insoles and counters, for this part of the hide is softer and of lighter weight than the Bend.



From looking at this sketch you can readily see one big reason for large discrepancies in the price of shoes. Obviously a Manufacturer who will use either a Belly, Shoulder, or Head outsole can sell a shoe much cheaper than one who is using the very best of Bend soles, and the same thing applies to insoles, for insoles cut from some parts of the Belly and Shoulder are good and those cut from other parts are not good. The peculiar thing about this is, that it is absolutely impossible for anyone but an expert to tell after a shoe is finished and the edges have been colored whether or not the sole is a good one and to anyone but an expert all soles look alike.

We don't claim to be the only Manufacturer which uses the very best of sole construction, but we know that most Manufacturers do not do this. We know too that there is a difference of about 30 cents or 35 cents a pair which we could take out of our shoes without in any way changing their appearance or in any way affecting our profit, but when the shoes are worn under actual working conditions we know that they would not stand up and give the service to which a man is entitled.

In connection with sole leather and bottom construction, we want to mention at this time the fact that for some unknown reason the average individual feels that the test of sole leather is bending. It is nothing unusual to see a person take a shoe firmly in both hands and try to bend it double. Such a test may be a test of a man's strength, but it certainly is not a test of sole leather and we want to caution you against permitting your prospects to handle your samples in this way. If you will place your foot on the floor and bend your foot forward as much as you can you will notice that the angle which the leather bends is not over thirty degrees and inasmuch as that is the most you can ever bend your foot in a shoe that is the most the leather will have to bend. Such being the case there is no earthly sense in trying to bend it at right angles or more. Shoes are designed to be worn and are made to withstand the most strain under wearing conditions, hence, they are not designed to be bent double, for a shoe will never be worn when in that position. Therefore, never permit anyone to bend a shoe double and then exclaim with surprise if the insole bulges up or a slight crack appears in the grain of the sole leather. Ruining shoes in this way is about as sensible as for a man to hold his watch under water to see if it will run when so immersed, and we expect our salesmen to take care of the education of his customers in this respect.

HOW MASON SHOES ARE MADE

A Little Journey Through the Factory

The task of explaining on paper how shoes are made is indeed a difficult one and while we realize that from a description of the procedure, exact factory conditions will not be fully understood, we do feel that it will simplify the matter somewhat.

As you know every Mason Shoe is of Genuine Goodyear Welt Construction. This type of shoe takes its name from the Welt which is a narrow strip of leather extending from the breast of the heel around the shoe to a like point on the opposite side, and in this type of shoe the Welt is the strip of leather to which both the upper and the outsole are sewed. The Welt, therefore, is the method by which the sole is attached. The name "Goodyear" is that of the man who organized the remarkable system of machinery which is used in making this type of shoe.

Fig. "A"—Cutting

There are over 400,000 pairs of Goodyear Welt shoes sold in the United States daily which indicates conclusively that this remarkable product is the standard by which the virtues or weaknesses of other methods of shoe construction are measured.

Before we take the elevator to the fourth floor where the shoes start through the factory, please remember that there are as many as 210 distinct operations on the shoes of which 154 operations are performed on different intricate machines. Time and space, therefore, precludes an exact minute explanation as we proceed on our way.

Stepping off the elevator at the fourth floor we are in the Cutting Room. The Cutting Room is that part of the factory in which all of the upper leather is cut. Large quantities of the various kinds of skins are carried in stock here, ready for cutting. When the work for the day has been laid out and each individual Cutter knows what work he has to perform, he secures his leather and his patterns and laying the different patterns on the leather he runs a very small sharp knife around the pattern, thereby cutting the vamps, quarters, tips, back stays, the counter pockets, inside lace stays, the tongues and the linings. These parts he then ties firmly together and puts them on a rack which moves into the Fitting Room.

Fig. "B"—Fitting

In the Fitting Room you see row after row of tables bearing many different kinds of machines and by watching the operators perform their particular operation you can see that they are skilled without my telling you. This operator marks the size and the case number in the quarters and in the linings. Here is another one who joins the two quarters by rapidly running them through a special machine

which sews them securely together down the back. Here another stitches in the counter pocket while over there an operator is sewing on the back stay. Here is another perforating with intricate patterns, the tips or the quarters such as her specifications call for. Here is a wonderful machine which puts the eyelets in, putting the eyelets on both sides at one time so that they will be uniformly spaced;

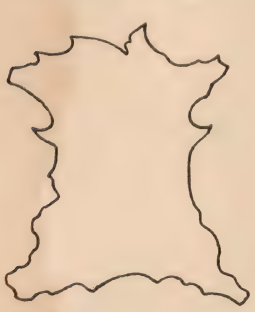


Fig. "C"—The Skin

Fig. "D"—Vamp

and so it goes; as the racks move along another operation is added to them. Finally when all of the parts of the upper have been joined together as specified they move down to the third floor.

Following a case of these uppers down to the Making Room, we step into one single room which runs the entire length and width of the factory. Our ears are greeted with a steady din caused by the hundred or more machines battering away at their tasks. Here a fellow takes the uppers which just came down from the Fitting Room and hangs them in a Humidifier which looks like a very, very big packing box high enough for a man to stand in. In this Humidifier the uppers are given something on the order of a Turkish bath, and due to the steam and heat the uppers take on moisture so that they are pliable and when lasted a little later on, will hold the shape of the

Fig. "E"—Quarter
Figs. "D" and "E"—Vamp and Quarter as They Leave the Cutting Room.

Fig. "F"—The Finished Upper Leaving the Fitting Room.

last perfectly. Here you see some uppers which have been in the Humidifier for several days, being lifted out and the counters inserted and the shoe being laid on the last. In Figure No. 1 we show the first lasting operation. This machine pulls the uppers on the last firmly and drives in several temporary tacks to hold it in position. The rack of shoes then moves along where the machine (Fig. No. 2) pulls the uppers in at the sides and automatically drives in temporary tacks. This machine (Fig. No. 3) is known as the Bed Lasting Machine. This is the final lasting operation. A part of the machine grabs the upper leather and using 2,400 lbs. of pressure pulls the leather over and under the last at the toe. It grabs the leather at the heel and pulls it under the heel using 2,000 lbs. of pressure. The operator then secures firmly with wire the amount of leather thus pulled over and under the last and the leather is clinging to the last tighter than paper to a wall. The shoe is now

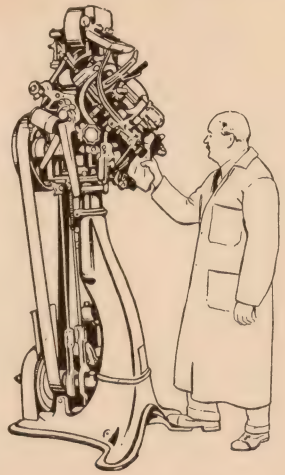


Fig. 1

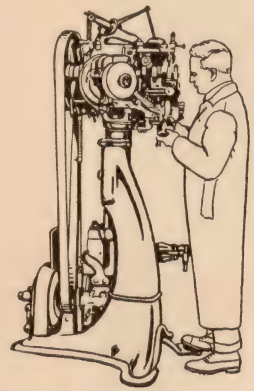


Fig. 2

ready for the welting. The insole which was tacked on the last at the time the upper started the journey has two grooves cut into its under side and here the Goodyear Welt machine (Fig. No. 4) sews the edge of the welting, the grooves on the insole and the upper leather all together using a heavy wax linen thread. The thread used in sewing runs through a hot wax and after it is sewed immediately cools and holds the stitches very firmly. After this sewing operation is

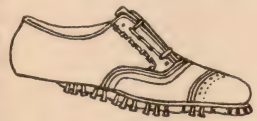


Fig. "G"—Upper Ready For Welting

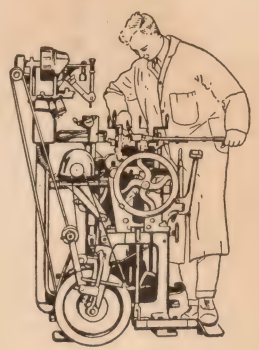


Fig. 3

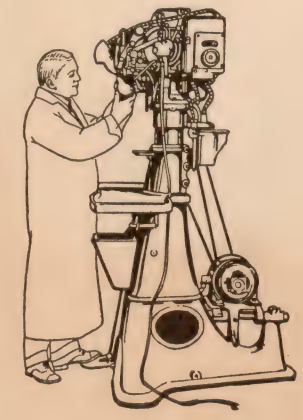


Fig. 4

completed, all of the temporary lasting tacks are removed (Fig. No. 5). All of the excess leather drawn under the last is cut away with a sharp knife. The shoes then come to the Welt Butting and Tacking Machine (Fig. No. 6). This machine bevels off the ends of the Welt evenly, at the same time drives two tacks into the ends of the Welt, holding them down flat. The bottoms are now ready to be filled with patented cork filler. This round cork is worked hot and is carefully packed in the bottom. It is this cork filler which one day will make a happy customer for Mason Shoes, for it will keep his shoes from getting ridges in the inside from which come calluses. Next we see them putting in the famous Mason Shank construction. Various kinds of shanks are put into the bottom, depending on the type of shoe and the character of work it is to perform. These arches are all put in by hand so that they are placed in the correct position in the shoe. A slight discrepancy at this point might hurt the foot instead of helping it. The inside construction at this point is finished and we are ready to put the bottom on. The shoe is then laid on the sole and goes to the Goodyear Stitcher (Fig. No. 7). Here the shoe is sewed through the outsole and Welt, using a lock stitch which can never wear out.

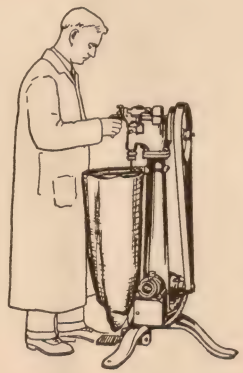


Fig. 5

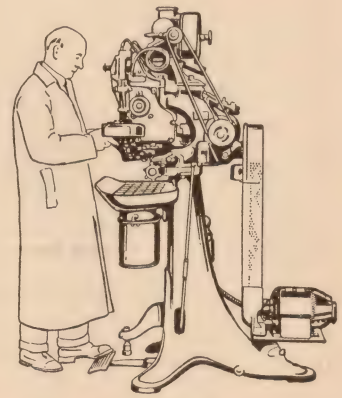


Fig. 6

This giant machine (Fig. No. 8) which would reduce one's finger to the thickness of paper if given half a chance, rolls over the soles of the shoe forcing the sole to conform absolutely to the shape of the bottom of the last.

Now the shoes are ready for their heels. Here is one of the most interesting machines in the entire factory (Fig. No. 9). Shovels full of nails are fed into it in bulk, but in some uncanny way they always come out the right way, for each fits exactly in each hole of the rubber heel. By the operator merely pressing his foot, as the machine comes down with a bang, on goes the entire heel

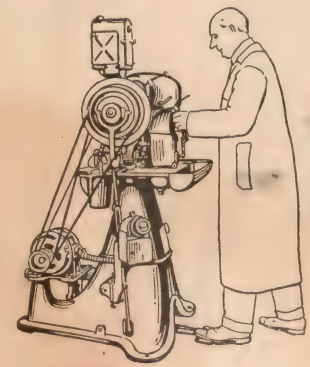


Fig. 7

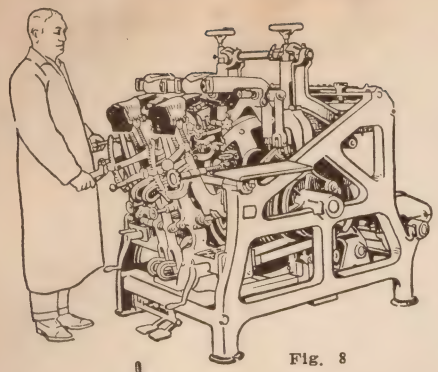


Fig. 8

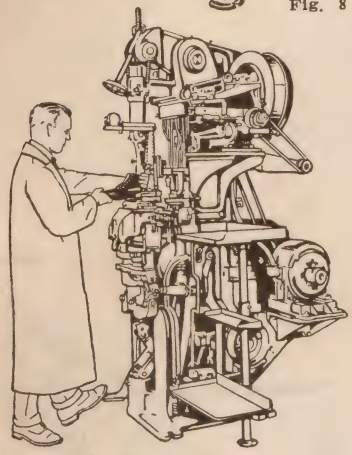


Fig. 9

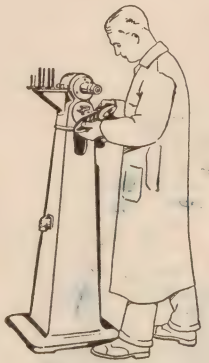


Fig. 10

at one lick. The shoes are now ready to be trimmed up. The Edge Trimmer (Fig. No. 10) holds the rough edges of the sole and the heel against a revolving cutter going 2,800 revolutions a minute, and in this way turns them down to the desired size leaving the correct extension of the sole. Figure 11 shows an Edge Setting Machine. This machine sets the nice, smooth edges on the soles and several other similar machines polish up the heels.

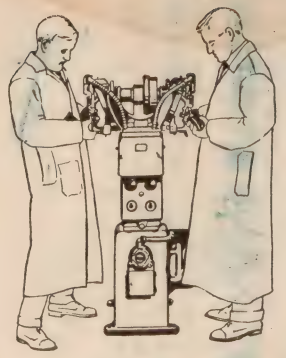


Fig. 11

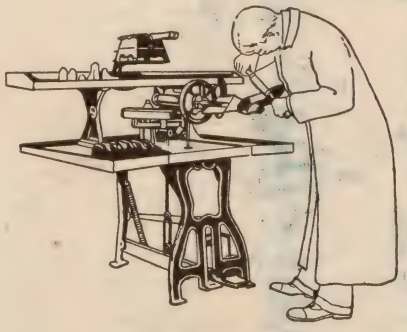


Fig. 12

Up to this point the upper leather has not had any treatment and except for having been cut and sewed is in exactly the same state as when it left the Tannery. During its trip through the factory it has picked up dust and dirt and it is necessary that the shoe be Treed (Fig. No. 12). Treeing consists of cleaning the upper and ironing out wrinkles with electrically heated irons. The shoes are polished and are ready for packing.

The shoes are handled by so many different operators and each operator's work depends so much on all of the operations done prior to the time the shoe comes to him that the shoes are given an endless, constant inspection, but before they are packed an additional and final inspection is given them and the heel pads are put in and the laces are put in. When the shoes have passed the inspector and have gotten the correct laces they are then packed in individual cartons and from the minute they are put in cartons they are never removed until they reach the customer's hands.

Before going back into the office, let's go down the steps into the basement and look around the Sole Leather Room. While uppers are being cut and fitted, the outsoles and insoles with which they will be assembled a little later, are being prepared here. Here is a battery of those clever little machines which cut the grooves in the under side of the insole, and upon which depends the Goodyear Welt construction. There are many things to be done to both outsoles and insoles before they are ready to be used in shoes, and it takes all of this machinery and all of these operators to prepare them. The foreman of the Sole Leather Room has just reason to be proud of his work, for the long wearing soles which we use have played no small part in building our reputation.

After I take a man through the factory I always wonder whether or not he has learned much by it, for there are so many things going on that I always feel he might have been confused more than helped. But I hope that on this little trip we have just made, things will be simplified for your mind has not been distracted by the noise and by the rapidity at which everything is moving around you. It at least has been a pleasure to take you through the factory and I truthfully can say, "I hope you come again." If it is ever your good fortune to get near here, I want to take you through again, explaining in a little more detail as I go along. If there are any questions which this little trip has brought up in your mind, I wish you would write me about them. Questions of this kind are difficult to answer in letters, but I assure you I will do my best.

Established 1904 **Mason Shoe Mfg. Co.** Chippewa Falls, Wisc.

Date_____

Customer's Name_____

Street or R. R. No._____

City and State_____

When Wanted_____ GIVE HERE NUMBERS IN OLD SHOE

STOCK NO.	SIZE	COLOR	PRICE	DEPOSIT PAID	BALANCE C. O. D.

Customer's Signature_____

Salesman's Name_____

" Address_____

Pay Salesman amount shown as deposit. Pay No More. Salesmen are not authorized to change printed prices or Shoe specifications. Customers are not to deliver shoes requiring exchange or adjustment to the Salesmen—These are handled at the Home Office of the Company only.

Order Recd._____ Order Mailed_____

Established 1904 **Mason Shoe Mfg. Co.** Chippewa Falls, Wisc.

Date_____

Customer's Name_____

Street or R. R. No._____

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Pay Salesman amount shown as deposit. Pay No More. Salesmen are not authorized to change printed prices or Shoe specifications. Customers are not to deliver shoes requiring exchange or adjustment to the Salesmen—These are handled at the Home Office of the Company only.

Order Recd._____ Order Mailed_____

Oct 6 1930
A. L. Hardwick
Stevens Ala
Oct 25

Oct 6 1930
John Carlile
Stevens Ala
9-E Black 500 75

D. L. Gonder
Stevens Ala

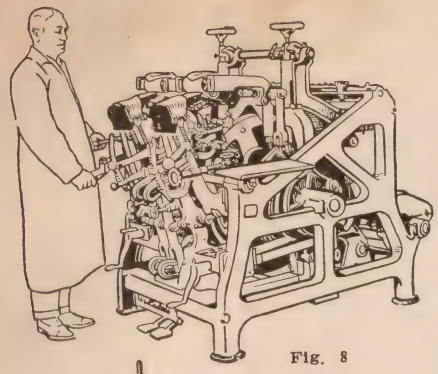

Fig. 8

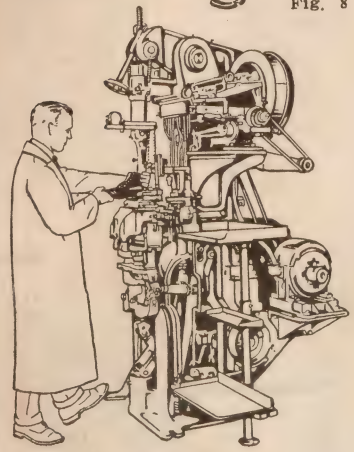

Fig. 9

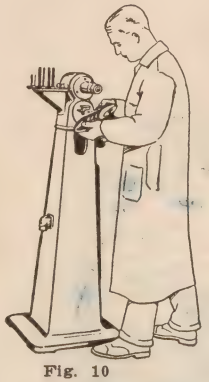

Fig. 10

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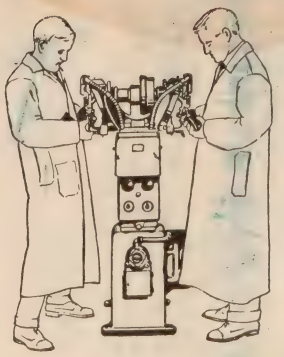

Fig. 11

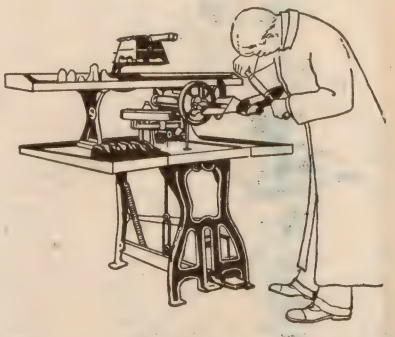

Fig. 12

handled by so many different operato
work depends so much on all of the

Dear Sir,

I am writing to inform you that I have received your letter dated 15th January 2000 regarding the matter of the unpaid invoice.

I apologize for the delay in payment. I will make sure that the payment is made by the end of this month.

Thank you for your understanding.

Yours faithfully,

John Smith

Dear Mr. Johnson,

I am writing to you to request a meeting with you to discuss the new project.

Please let me know your availability.

Yours sincerely,

Jane Doe

To whom it may concern,

This is to certify that the above mentioned person is a student of this college.

Principal

Dept of Ag
Mr. Edwards Rm 358
Stevens
Adm
1814 S St Rm 2015 247-9
Dr Thornberry

ಶ್ರೀ ಗುರುಸಿದ್ಧೇಶ್ವರ ಪ್ರಸನ್ನ

ಶ್ರೀ ಗುರುಸಿದ್ಧೇಶ್ವರ ಪ್ರಸಾದ ಪತ್ರಿಕೆ

ಪ್ರಕಟಣೆ ೨೭ ನೇ ಜನವರಿ ೧೯೪೮

ಸಂಪಾದಕರು

ಶ್ರೀ ಗುರುಸಿದ್ಧೇಶ್ವರ ಸಂಸ್ಥಾನ ಮಠ

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HOW TO FIT FEET PROPERLY

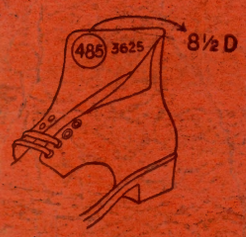
Full Instructions for Measuring

The ability to fit customers' feet with the proper shoes is the shoe salesman's stock in trade, and no permanent success can be achieved at selling shoes without this knowledge and ability. The following information is complete in every detail and is not at all complicated if the salesman would give it a little study. By using this information and by experimenting on yourself along with the experience gained through your daily selling, you will soon become expert in this part of your business.

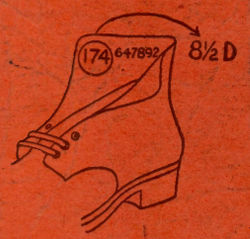
If, when you secure an order, the customer knows the size he wears, if the shoe he is ordering is about the same type as the one he has been wearing, in all probability our shoe will fit him perfectly and you will not need to take measurements. If the customer does not know his size try to find out his size from his old shoe. This is determined by the numbers in the shoe. There are quite a few marking systems in use and they are explained below.

HOW TO READ SIZES IN OLD SHOES

The Standard System



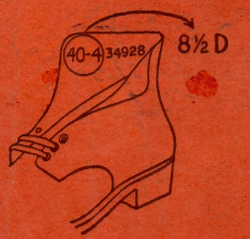
The Standard System of marking you will come across most. Our shoes are marked with the Standard System. In this method the figure 1 corresponds to A width, the figure 2 to B, 3 to C, 4 to D, 5 to E, 6 to EE, 7 to EEE. The next figures mark lengths—60 is size 6, 65 is size 6½, 70 is size 7, and so on; 8E, therefore, would show in the shoe as 580, 9½C would appear 395, and 10½B would appear 2105. The other figures in the lining have to do with the factory case number and are to be disregarded.



The Divide System

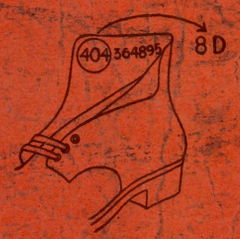
In this System it is necessary to divide the first two figures by two, the remaining figure shows the width; for example: 144 in a shoe would mean 7D, 154 would be 7½D, 192 would be 9½B.

When you see markings in shoes which you cannot interpret instantly refer to this card and try to determine the size according to one of these methods.



The Dash System

This System is similar to the French System except that to designate the half sizes instead of using the numeral 5 a dash is used—40-4 is 8½D.



The French System

Under the French System it is necessary to deduct 32 from the size given, for instance a shoe may be marked 41 4, deducting 32 from 41 leaves 9 and the 4 indicates D width—size, therefore, would be 9D; 41 3 would be 9C, 38 1 would be 6A. In this system the half sizes are shown with the figure 5, for example: 405 3 would be 8½C.

HOW TO MEASURE

If the markings in the old shoes are obliterated or from them you cannot determine the correct size it is then necessary to measure the foot. For your convenience we are printing on the back of the catalog a satisfactory measuring chart. The way to use it is as follows:

Lay the entire catalog flat on a chair or stool with a pencil perfectly straight up and down in the hole provided. (Pencil should fit the hole perfectly.) Have customer place the right stockinged foot on the scale with heel tight against the pencil. Press the large toe down and then read the number of the line closest to the end of the toe. The figure on that line will be the length.

To determine the width, have him then place his foot on the width scale with the inside edge even with the edge of the catalog. Read the number nearest the outside edge of the foot. Then look at the measure chart to determine the width you should order for him. Look along the top column until you come to the figure representing the length which he measured. Then look down the column of figures beneath that number until you come to the number shown by the width scale, by then looking over into the left hand column you can readily ascertain the width. For example, if the foot measured was 8 for length and the width indicator was 10, by looking down the column under figure 8 until you come to the figure 10, and then looking over to the left hand column, the size is easily determined as 8D. Should a foot measure 8½ for length and 11 for width either 8½D or 8½E will fit, in which case the customer's choice for snug or easy fit should govern.

Babys' and children's shoes are made in a wide width only. For this reason no method of determining widths is arranged. On children's shoes it is only necessary to measure the length.

As explained in the Sales Manual, in addition to the measurement scale printed on the catalog we have available the Ritz stick such as is generally used in shoe stores, and the Smith System which is the device developed especially for salesmen selling Direct to the Wearer. Look these up and read about them and if you feel you are in position to do so, we think your measurement work would be greatly simplified.

However, regardless of which of the three systems of measurement you use, if at any time you are in doubt as to the correctness of your measurements, have the customer place his stockinged foot on a piece of paper and holding a pencil perfectly straight up and down make an outline of the foot. If you will make this drawing carefully we can then measure it and make shipment of the correct size.

With all of these helps there is practically no chance of your making mistakes if you will exercise a little care.

Note: In your selling you may notice that many women mention their size as being a 6AA or 5AAA or some other such size. The truth of the matter is this. For some reason or other women like to think they have narrow feet and dealers catering to this fancy have their shoes artificially marked. Some call an A a AAA, an ordinary B a AA, etc. For this reason in selling to women it is best to disregard entirely the size they tell you they take and also the markings in the old shoe. The only safe way to take orders for women's shoes is to measure the foot on every occasion. If you will do this you will find that like men most women have feet C, D, or E wide. In fact, the widths in which our women's shoes are made will take care of 95% of the women you will call on.

OTHER MEASURING INSTRUCTIONS

HOSIERY, Men's and Women's ...See Page 95

RAINCOATS .....See Page 99

MEN'S LEATHER COATS, DRESS COATS, CRUISER AND SPORT JACKETS .....See Page 103

GLOVES, Men's Women's and Children's .....See Page 103

MEN'S SHIRTS .....See Page 115

MEN'S BELTS.....See Page 115

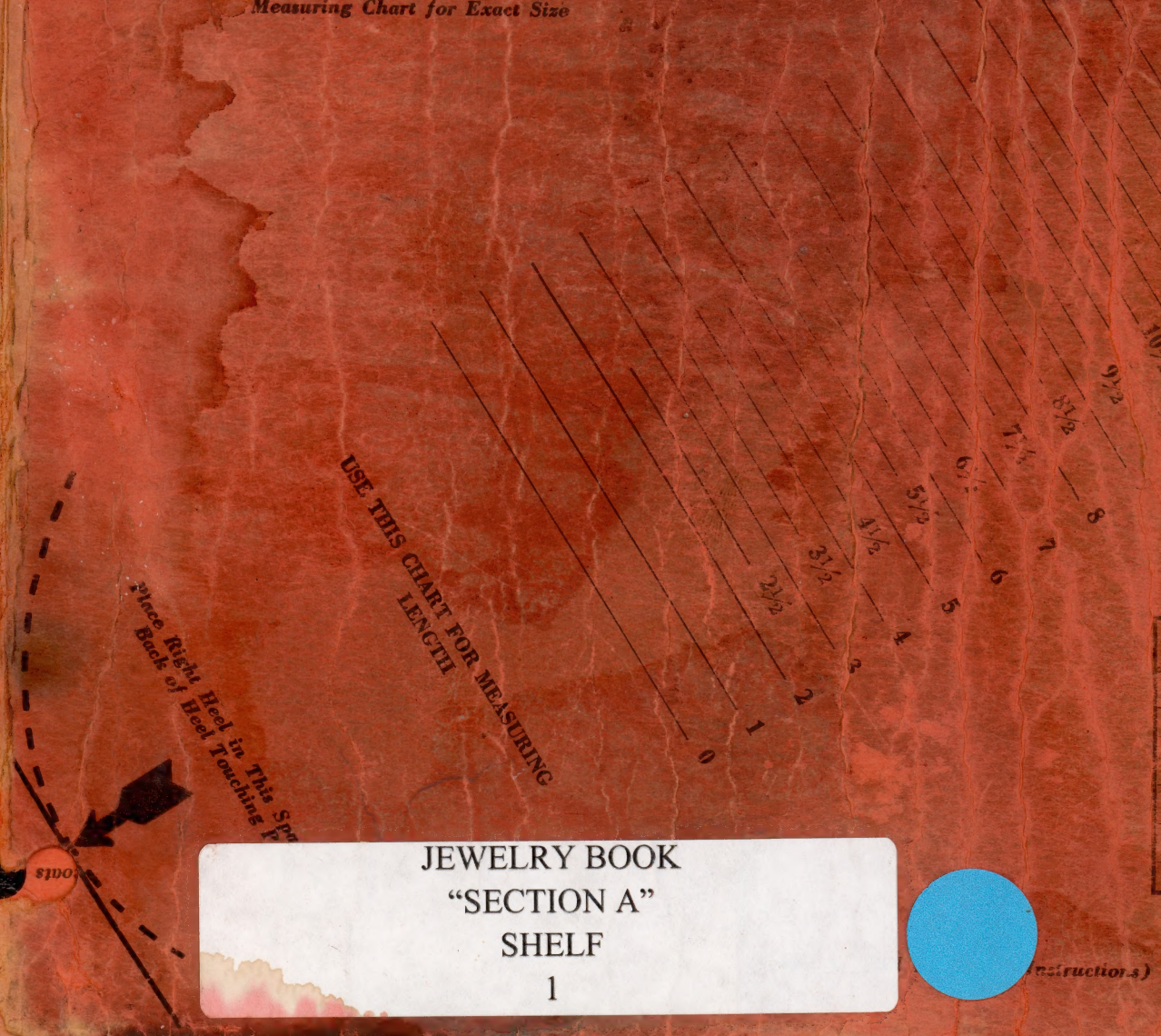
PUTTEES .....See Page 114

THIS SCALE TO DETERMINE WIDTH OF MEN'S AND WOMEN'S SHOES

Place Inside of Right Foot on This Line

Have the Widest Part of the Foot Fall on the Scale Below

After Determining Width Number, See Measuring Chart for Exact Size



MEASURE CHART

LENGTH	1	2	3	4	5	6	7	8	9	10	11	12
A		1	2	3	4	5	6	7	8	9	10	11
B	1	2	3	4	5	6	7	8	9	10	11	12
C		3	4	5	6	7	8	9	10	11	12	13
D		4	5	6	7	8	9	10	11	12	13	14
E	4	5	6	7	8	9	10	11	12	13	14	15
EE	5	6	7	8	9	10	11	12	13	14	15	16

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